

**JAYARAJ ANNAPACKIAM COLLEGE  
FOR WOMEN (AUTONOMOUS)**

**A Unit of the Sisters of St. Anne of Tiruchirappalli  
Accredited with 'A+' Grade (Cycle 4) by NAAC  
DST FIST Supported College  
Affiliated to Mother Teresa Women's University,  
Kodaikanal**

**PERIYAKULAM – 625 601, THENI DT.  
TAMIL NADU.**



**SYLLABUS 2020 - 2023**

**COMMERCE WITH COMPUTER  
APPLICATION**

## DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

### PROGRAMME OUTCOMES

PO. NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO
1.	Think critically, evaluate analytically and apply the expertise of their discipline in related scenario.
2.	Enhance the communicative skills and gain confidence to disseminate knowledge through oral/verbal communications effectively at various situations.
3.	Accomplish the basic understanding of the relationship between education and human life and enhance their perspectives on the various functions of their studies in the diverse contexts of the society.
4.	Identify the different roles in an organizational structure of the work place and carry out multiple roles in social responsibilities.
5.	Develop skills like collaboration, higher-order thinking, problem solving and self-direction through effective use of technologies and resources.
6.	Increase self-awareness, set and pursue meaningful goals and develop Positive personal qualities such as self-esteem, Positive attitude, self-discipline and self-motivation.

### PROGRAMME SPECIFIC OUTCOMES (PSO)

PSO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PO MAPPED
1	To apply the contextual knowledge of commerce and computer applications to function effectively as an individual or a leader in multidisciplinary environments	PO - 1
2	To solve the complex problems and acquire analytical skills using latest techniques, tools along with needed skills with an understanding of Accounting, Statistics, Banking, Taxation, Marketing, Auditing and Computer Languages.	PO - 5
3	Learners will be able to solve problems using computer programming and getting familiar with the fundamentals concepts of computers.	PO - 1
4	To acquire practical skills related with latest technologies in the field of commerce & Computer Applications	PO - 5
5	To enrich Communication, Ethical Values, Team Work, Professional and Leadership Skill sets of students and create ability to start entrepreneurial activities.	PO - 4

**UG COURSE PATTERN - 2020 - 2023 (UGC/ TANSCH/ MTU)**

Sem.	Part	Code	Title of the Paper	Hours	Credits	
I	I	20GT1GS01/ 20GH1GS01/ 20GF1GS01	Tamil-I/ Hindi-I/ French-I	6	3	
	II	20GE1GS01	English-I	6	3	
	III		20CC1MC01	Financial Accounting - I	5	4
			20CC1MC02	Principles of Management	4	3
			20CC1AC01	C Programming	2	2
			20CC1AP01	C Programming-Lab	3	2
	IV	20CC1AE01	<b>Ability Enhancement Compulsory Course (AECC)-1:</b> Professional English	2	2	
	IV	20SE1CE1A	<b>Skill Enhancement Compulsory Course (SECC)- 1:</b> Computer Fundamentals	2	2	
	V	20STPNS01/ 20STPNC01/ 20STPPE01/ 20STPCC01/ 20STPRR01/ 20STPRC01/	<b>Students Training Programme:</b> National Service Scheme/ National Cadet Corps/ Physical Education/ Consumer Club / Red Ribbon Club/ Youth Red Cross	-	-	
			<b>Total</b>	<b>30</b>	<b>21</b>	
II	I	20GT2GS02/ 20GH2GS02/ 20GF2GS02	Tamil-II/ Hindi-II/ French-II	6	3	
	II	20GE2GS02	English-II	6	3	
	III		20CC2MC03	Financial Accounting-II	5	5
			20CC2MC04	Principles of Marketing	4	3
			20CC2AC02	Database Management System	2	2
			20CC2AP02	Database Management System-Lab	3	2
	IV	20AE2ES02	<b>Ability Enhancement Compulsory Course (AECC)- 2:</b> Environmental Studies	2	2	
	IV	20SE2CB02	<b>Skill Enhancement Compulsory Course (SECC)- 2:</b> Capacity Building	2	2	
	V	20STPNS01/ 20STPNC01/ 20STPPE01/ 20STPCC01/ 20STPRR01/ 20STPRC01/	<b>Students Training Programme:</b> National Service Scheme/ National Cadet Corps/ Physical Education/ Consumer Club / Red Ribbon Club/ Youth Red Cross	-	-	
			<b>Total</b>	<b>30</b>	<b>22</b>	

Sem.	Part	Code	Title of the Paper	Hours	Credits	
III	I	20GT3GS03/ 20GH3GS03/ 20GF3GS03	Tamil-III/ Hindi-III/ French-III	6	3	
	II	20GE3GS03	English-III	6	3	
	III		20CC3MC05	Modern Banking	5	5
			20CC3MC06	Visual Programming	2	2
			20CC3CP03	Visual Programming-Lab	2	1
			20CC3AC03	Statistical Methods	5	4
			20CC3DE1A/ 20CC3DE1B/ 20CC3DE1C	<b>Discipline Specific Elective - 1</b> M-Commerce/ Data Mining/ Computer Architecture and Organization	4	3
	V	20STPNS01/ 20STPNC01/ 20STPPE01/ 20STPCC01/ 20STPRR01/ 20STPRC01/	<b>Students Training Programme:</b> National Service Scheme/ National Cadet Corps/ Physical Education/ Consumer Club / Red Ribbon Club/ Youth Red Cross	-	-	
			<b>Total</b>	<b>30</b>	<b>21</b>	
	IV	I	20GT4GS04/ 20GH4GS04/ 20GF4GS04	Tamil-IV/ Hindi-IV/ French-IV	6	3
II		20GE4GS04	English- IV	6	3	
III			20CC4MC07	Financial Accounting - III	5	5
			20CC4MC08	PHP Programming	2	2
			20CC4CP04	PHP Programming- Lab	2	1
			20CC4AC04	Business Mathematics	5	4
			20CC4DE2A/ 20CC4DE2B/ 20CC4DE2C	<b>Discipline Specific Elective - 2</b> Entrepreneurship Development/ E-Commerce/ Business Economics	4	3
V		20STPNS01/ 20STPNC01/ 20STPPE01/ 20STPCC01/ 20STPRR01/ 20STPRC01/	<b>Students Training Programme:</b> National Service Scheme/ National Cadet Corps/ Physical Education/ Consumer Club / Red Ribbon Club/ Youth Red Cross	-	2*	
V		20SLPEX01	<b>Service Learning Programme:</b> Extension JACEP	-	-	
			<b>Total</b>	<b>30</b>	<b>21+2*</b>	

Sem.	Part	Code	Title of the Paper	Hours	Credits	
V	III	20CC5MC09	Corporate Accounting	6	6	
		20CC5MC10	Income Tax	6	6	
		20CC5MC11	Multimedia	3	3	
		20CC5CP05	Multimedia - Lab	3	2	
		20CC5MC12	Auditing	4	3	
				<b>Discipline Specific Elective - 3</b>		
		20CC5DE3A/ 20CC5DE3B/ 20CC5DE3C	Web Technology/ Computer Networks/ Cloud Computing	4	3	
	IV	20CC5GE01/ 20GE5NC01	<b>Generic Elective - 1 (NME)</b> Total Quality Management/ NCC - National Integration and Personality Development	2	2	
	IV	20SE5AB03	<b>Skill Enhancement Compulsory Course (SECC) -3:</b> Aptitude Building - I	2	2	
	V	20SLPEX01	<b>Service Learning Programme:</b> Extension JACEP	-	2*	
			<b>Total</b>	<b>30</b>	<b>27+2*</b>	
VI	III	20CC6MC13	Cost & Management Accounting	6	6	
		20CC6MC14	Business Simulation	3	3	
		20CC6CP06	Business Simulation - Lab	3	2	
		20CC6MC15	Corporate Communication	4	4	
		20CC6MC16	Computerized Accounting Package (Lab)	6	6	
				<b>Discipline Specific Elective - 4</b>		
		20CC6DE4A/ 20CC6DE4B/ 20CC6DE4C	Inplant Training/ Financial Markets & Institutions/ Company Law	4	3	
	IV	20CC6GE02/ 20GE6NC02	<b>Generic Elective - 2 (NME)</b> Advertising and Salesmanship/ NCC-Organization and Health Programme in NCC	2	2	
	IV	20SE6CC04	<b>Skill Enhancement Compulsory Course (SECC) - 4:</b> DTP Lab	2	2	
	V	20CC6SS01/ 20CC6SS02/ 20CC6SS03/ 20CC6SS04 20CC6SM01	<b>Self Study:</b> Fundamentals of Investment/ Digital Marketing/ Fundamentals of Insurance/ Business Environment/ MOOCs	-	2*	
			<b>Total</b>	<b>30</b>	<b>28+2*</b>	
			<b>Total</b>	<b>180</b>	<b>140+6*</b>	

**\*Extra Credits-Self Study Paper, MOOCs**

**SKILL DEVELOPMENT PROGRAMME (SDP) (CERTIFICATE COURSE)  
GANDHIAN THOUGHT**

<b>Code</b>	<b>Title of the Course</b>	<b>Hours</b>	<b>Credit</b>
CCHYGT01	Life of Mahatma Gandhi	60	2
CCHYGT02	Non Violence and Sarvodaya		

**SKILL DEVELOPMENT PROGRAMME (SDP)  
(Certificate Course)**

<b>Code</b>	<b>Title of the Course</b>	<b>Hours</b>	<b>Credit</b>
20CC1SD01	International Business	60	2
20CC1SD02	E - Banking	60	2
20CC1SD03	Customer Relationship Management	60	2

**Continuous Internal Assessment Component (CIA)**

**Theory:**

<b>Component</b>	<b>Marks</b>	<b>Marks</b>
Internal test I	40	Converted to 25
Internal test II	40	
Quiz	10	
Assignment	5	
Attendance	5	
<b>Total</b>	<b>100</b>	<b>25</b>

**CONTINUOUS INTERNAL ASSESSMENT COMPONENT (CIA)**

**Practical can be decided by the respective Dept.**

**Passing Minimum in the Continuous Internal Assessment is Compulsory for  
appearing the External Semester Examination**

<b>Passing Minimum for CIA Examination</b>	
Theory	40% out of 25 Marks (i.e. 10 Marks)

<b>Passing Minimum for Semester Examination</b>	
Theory	40% out of 75 Marks (i.e. 30 Marks)
Practical	40% out of 60 Marks (i.e. 24 Marks)

### **EXTERNAL QUESTION PATTERN**

#### **PART - A**

10 Questions × 1Mark = 10 Marks

(Two Questions from each Unit)

#### **PART - B**

5 Questions × 5 Marks = 25 Marks

(Internal Choice and one set of Question from each Unit)

#### **PART - C**

4 Questions × 10 Marks = 40 Marks (4 Questions out of 6)

(Open Choice and at least one Question from each Unit)

### **INTERNAL QUESTION PATTERN**

#### **PART - A**

10 Questions × 1Mark =10 Marks

#### **PART - B**

2 Questions × 5 Marks = 10 Marks

(Internal Choice)

#### **PART - C**

2 Questions × 10 Marks = 20 Marks (2 Questions out of 3)

(Open Choice and at least one Question from allotted Units)

**PART - I Tamil - இக்கால இலக்கியம்**

பருவம்: ஒன்று

நேரம்: 6

குறியீடு: 20GT1GS01

புள்ளி: 3

**COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	இக்கால இலக்கியக் கவிஞர்களைப் பற்றி அறிந்து கொள்வர்.	PSO - 1	ஆற்றல், புரிதல்
CO-2	இலக்கிய வரலாற்றை அறிந்து கொள்வர்	PSO - 1	புரிதல், பயன்படுத்துதல்
CO-3	வாழ்க்கையில் ஏற்படும் துன்பங்களை அகற்றி, வெற்றி பெறும் வழிமுறைகளைத் தெரிந்து கொள்வர்.	PSO - 5	ஆற்றல், மதிப்பீடு
CO-4	கட்டுரைகள் வழி பன்முகத் தகவல்களை அறிந்து கொள்வர்.	PSO - 1	பயன்படுத்துதல், அறிவு
CO-5	எழுத்து இலக்கணங்களை அறிந்து கொள்வர்.	PSO - 2	புரிதல், அறிவு

**RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

Semester: I		PART - I Tamil - இக்கால இலக்கியம்										Hours: 6
Code : 20GT1GS01												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of COs
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	4	2	4	5	3	4	5	5	3	2	3.83
CO - 2	4	4	5	4	3	5	5	3	2	5	2	3.83
CO - 3	4	5	4	2	5	3	4	5	5	2	3	3.83
CO - 4	5	3	5	2	4	5	3	2	4	5	4	3.83
CO - 5	5	5	4	5	4	3	2	4	5	3	2	3.83
<b>Overall Means Score</b>											<b>3.83</b>	

**Result:** The Score of this Course is **3.83** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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### அலகு1: மரபுக் கவிதைகள்

1. பாரதியார் - நிலாவும் வான்மீனும் காற்றும்  
(மனத்தை வாழ்த்துதல்)
2. பாரதிதாசன் - வள்ளுவர் வழங்கிய முத்துக்கள்
3. கவிமணி தேசிக விநாயகம் பிள்ளை - உடல்நலம் பேணல்
4. கவியரசு கண்ணதாசன் - அனுபவமே கடவுள்
5. முடியரசன் - யார் கவிஞன்?

### அலகு2: புதுக்கவிதை

1. ந. பிச்சமூர்த்தி - ஆத்தாரான் மூட்டை
2. நா. காமராசன் - காகிதப்பூக்கள்
3. அப்துல் ரகுமான் - ஆறாவது அறிவு
4. கவிஞர் பாலா - வானம் வசப்படும்
5. நெல்லை ஜெயந்தா - தொப்புள் கொடி

### அலகு3: சிறுகதை

- வெ. இறையன்பு - அழகோ அழகு

### அலகு4: கட்டுரைத் தொகுப்பு

- சிவசூரியன் இ.ஆ.ப., - நிறைவாக வாழுங்கள்

### அலகு5: இலக்கணம், இலக்கிய வரலாறு

1. இலக்கணம்: - எழுத்தும், சொல்லும்  
எழுத்து - முதலெழுத்து, சார்பெழுத்து  
சொல் - பெயர்ச்சொல், வினைச்சொல், இடைச்சொல்,  
உரிச்சொல்
2. கி. இராஜா - தமிழ் இலக்கிய வரலாறு  
(இக்கால இலக்கியம், மரபுக்கவிதை, புதுக்கவிதை, உரைநடை தொடர்பான இலக்கிய  
வரலாறு)

### பாடநூல்கள்:

1. தமிழ்த்துறை வெளியீடு - இக்கால இலக்கியம்  
ஜெயராஜ் அன்னபாக்கியம் மகளிர் தன்னாட்சிக் கல்லூரி  
பெரியகுளம்
2. வெ. இறையன்பு - அழகோ அழகு  
நியூ செஞ்சுரி புக் ஹவுஸ் (பி) லிட்,  
41-10 சிட்கோ இண்டஸ்டிரியல் எஸ்டேட்,  
அம்பத்தூர், சென்னை - 98  
4ஆம் பதிப்பு - 2013.
3. சிவசூரியன் இ.ஆ.ப., - நிறைவாக வாழுங்கள்  
நியூ செஞ்சுரி புக் ஹவுஸ் (பி) லிட்,  
41-10 சிட்கோ இண்டஸ்டிரியல் எஸ்டேட்,  
அம்பத்தூர், சென்னை - 98  
மு.பதிப்பு - 2017.
4. கி. இராஜா - தமிழ் இலக்கிய வரலாறு  
நியூ செஞ்சுரி புக் ஹவுஸ் (பி) லிட்,  
41-10 சிட்கோ இண்டஸ்டிரியல் எஸ்டேட்,  
அம்பத்தூர், சென்னை - 98  
இரண்டாம் பதிப்பு - 2019.

## ENGLISH FOR COMMUNICATION -I

**Semester: I**

**Code : 20GE1GS01**

**COURSE OUTCOMES:**

**Hours: 6**

**Credits: 3**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Develop a fair degree of competence in self-expression in both writing and speaking.	PSO-1	K, AP
CO - 2	Read and comprehend texts.	PSO-1 ,PSO-2	C, AP
CO - 3	Use academic resources.	PSO-3	AP
CO - 4	Engage in independent learning.	PSO-3	A, S, E
CO - 5	Obtain critical and analytical thinking.	PSO-5	AP, S, E

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester : I		ENGLISH FOR COMMUNICATION -I										Hours: 6
Code : 20GE1GS01												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of COs
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	4	5	3	4	5	4	4	3	5	5	5	4.27
CO-2	3	5	4	4	5	5	3	3	4	4	5	4.09
CO-3	3	5	4	3	3	3	3	4	3	3	5	3.54
CO-4	3	5	3	4	3	3	3	4	4	3	5	3.63
CO-5	5	5	4	3	5	5	3	5	4	5	5	4.45
<b>Overall Mean Score</b>											<b>3.99</b>	

**Result:** The score for this course is 3.99 (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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**UNIT I****20 Hours**

1. Listening and Speaking
  - a. Introducing self and others
  - b. Listening for specific information
  - c. Pronunciation (without phonetic symbols)
    - i. Essentials of pronunciation
    - ii. American and British pronunciation
2. Reading and Writing
  - a. Reading short articles - newspaper reports / fact based articles
    - i. Skimming and scanning
    - ii. Diction and tone
    - iii. Identifying topic sentences
  - b. Reading aloud: Reading an article/report
  - c. Journal (Diary) Writing
3. Study Skills - I
  - a. Using dictionaries, encyclopedias, thesaurus
4. Grammar in Context  
Naming and Describing
  - Nouns and Pronouns
  - Adjectives

**UNIT II****20 Hours**

1. Listening and Speaking
  - a. Listening with a Purpose
  - b. Effective Listening
  - c. Tonal Variation
  - d. Listening for Information
  - e. Asking for Information
  - f. Giving Information
2. Reading and Writing
  - a. Strategies of Reading:  
Skimming and scanning
  - b. Types of Reading:  
Extensive and Intensive Reading
  - c. Reading a Prose Passage
  - d. Reading a Poem
  - e. Reading a Short Story

## 2. Paragraphs: Structure and types

- a. What is a Paragraph?
- b. Paragraph Structure
- c. Topic Structure
- d. Unity
- e. Coherence
- f. Connections between Ideas: Using Transitional words and expressions
- g. Types of Paragraphs

## 3. Study skills - II

### Using the internet as a resource

- a. Online search
- b. Know the keyword
- c. Refine your search
- d. Guidelines for using the Resources
- e. E- Learning resources of Government of India
- f. Terms to know

## 4. Grammar in Context

### Involving Action- I

- a. Verbs
- b. Concord

## **UNIT III**

**16 Hours**

### 1. Listening and Speaking

- a. Giving and following instructions
- b. Asking for and giving directions
- c. Continuing discussions with connecting ideas

### 2. Reading and writing

- a. Reading feature articles (from newspapers and magazines)
- b. Reading to identify point of view and perspective (opinion pieces, editorials etc.)
- c. Descriptive writing - writing a short descriptive essay of two to three paragraphs

### 3. Grammar in Context

#### Involving Action- II

- Verbal- Gerund, Participle, Infinitive
- Modals

**UNIT IV****16 Hours**

1. Listening and Speaking
  - a. Giving and responding to opinions
2. Reading and writing
  - a. Note taking
  - b. Narrative writing - writing narrative essays of two to three paragraphs
3. Grammar in Context

Tense

  - Present
  - Past
  - Future

**UNIT V****18 Hours**

1. Listening and Speaking
  - a. Participating in a Group discussion
2. Reading and writing
  - a. Reading diagrammatic information - interpretations, maps, graphs and pie charts
  - b. Writing short essays using the language of comparison and contrast
3. Grammar in Context: Voice (Show the relationship between Tense and Voice)

**COURSE BOOK**

- Communicative English (For Students of Arts and Science Colleges)  
Tamilnadu State Council for Higher Education (TANSICHE)

**ENGLISH FOR COMMUNICATION I - 20GE1GS01**

**QUESTION PATTERN**

**Time: 3 Hours**

**Marks: 75**

**PART - A**

1. Match the expressions (Introduce self/ others) (Unit I) 5 x 1 = 5
2. Interpret the given Diagrammatic chart 1 x 5 = 5
3. Write a day's happenings as journal entry 1 x 5 = 5
4. Write a narrative essay of two to three paragraphs 1 x 5 = 5  
(From Unit III)

**PART - B**

**Answer the following**

**5 x 5 = 25**

5. Attempt a group discussion on the given topic  
(From Unit - V)
6. Write a conversation by giving opinions on the given topic  
(From Unit -IV)
7. Read the following passage and identify the point of view and perspective of the writer.  
(From Unit -III)
8. Take Notes for the given passage.  
( From Unit - IV)
9. Write any ONE paragraph on the following topics  
(From Unit - II)

**PART - C**

10. Identify the verbs in proverbs and terms in new media. 10x1=10  
(From Unit- II)
11. Fill up the blanks by using appropriate Noun & Pronoun/Adjective/ Verbs/  
Concord/Gerund/ Participle/ Infinitive/ Modals/ Voice/ Tenses (all Units)

**20x1=20**

## FINANCIAL ACCOUNTING - I

Semester: I

Hours: 5

Code : 20CC1MC01

Credits: 4

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Understand the basic concepts and accounting standards.	PSO – 1	K
CO-2	Acquire basic accounting skills.	PSO – 1	K
CO-3	Develop sufficient confidence in solving practical questions in examinations.	PSO – 2	K & Ap
CO-4	Manage the maintenance of basic accounting records in small and medium size business.	PSO – 2	An & Sy
CO-5	Prepare financial statements at the year end in small and medium size business.	PSO – 2	An & Sy

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I		FINANCIAL ACCOUNTING - I										Hours: 5
Code : 20CC1MC01												Credits: 4
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	2	2	4	5	2	5	4	2	2	3	3.27
CO-2	5	2	2	4	4	2	5	4	2	3	2	3.18
CO-3	4	1	2	4	5	1	3	5	2	2	1	2.73
CO-4	4	2	2	5	4	2	4	5	2	3	3	3.27
CO-5	4	2	2	5	5	2	3	5	2	2	3	3.18
<b>Overall Mean Score</b>											<b>3.13</b>	

**Result:** The score for this course is **3.13** (High Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I**

Meaning and Scope of Accounting - Basic Accounting Principles, Concepts and Conventions - Objectives of Accounting - Double Entry System - Journal, Ledger, Trial Balance - Preparation of Trading, Profit & Loss account and Balance Sheet- CashBook **(15 Hours)**

## **UNIT II**

Errors - Types of errors - Rectification of Errors -- Suspense Account -Bank ReconciliationStatement. **(15 Hours)**

## **UNIT III**

Accounts of Non-Trading Concerns- Receipts and Payments account, Income and Expenditure account-BalanceSheet. **(15 Hours)**

## **UNIT IV**

Average due date - Account Current - Red ink interest- Forward and Backward method - Daily balance method. **(15 Hours)**

## **UNIT V**

Bill of Exchange - Types of Bills of Exchange - Trade Bills – Accommodation bills – Promissory note – Distinction between Bills of Exchange and Promissory note. **(15 Hours)**

## **COURSEBOOK:**



T.S.

Reddy & Dr. E. Moorthy, Advanced Accountancy, Vol I, Margham Publications, Chennai, 2011.

## **BOOKS FOR REFERENCE:**

1. R.S.N. Pillai & Bagavathi, Advanced Accounting-Volume-I, S. Chand & Company Ltd., New Delhi, 2009.
2. R.L. Gupta & M. Radhaswamy, Advanced Accounting, Sultan Chand & Sons, New Delhi, 2005.
3. M.C. Shukla, T.S. Grewal, Advanced Accounts, S.C. Gupta, S. Chand & Company Ltd., New Delhi, 2009.
4. Dr. M.A. Arulanandam, Dr. K.S. Raman, Advanced Accounting, Himalaya Publishing House, Bombay, 2009.
5. Jain and Narang, Financial Accounting, Kalyani Publishers, New Delhi, 2010.

**Theory 20%(Part - A only) Problems 80%**



## PRINCIPLES OF MANAGEMENT

Semester: I

Hours: 4

Code : 20CC1MC02

Credits: 3

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand the basic concepts of Management.	PSO – 1	K
CO - 2	Acquire knowledge about management functions like planning, organizing, staffing, leading and controlling	PSO – 1	K
CO - 3	Learn the application of the principles in an organization.	PSO – 1	K & Ap
CO - 4	Explain the importance of motivation and examine their leadership qualities.	PSO – 5	An & Sy
CO - 5	Manage the small and medium size enterprises.	PSO – 5	An & Sy

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I		PRINCIPLES OF MANAGEMENT										Hours: 4
Code : 20CC1MC02												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	4	2	2	5	3	3	5	3	2	2	4	3.18
CO-2	4	2	2	5	3	2	5	3	2	1	4	3.00
CO-3	4	1	2	5	2	2	4	3	2	2	5	2.91
CO-4	4	2	2	5	3	5	4	3	2	2	5	3.36
CO-5	4	2	3	5	2	3	4	3	2	1	5	3.09
<b>Overall Mean Score</b>											<b>3.11</b>	

**Result:** The score for this course is **3.11** (High Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I: INTRODUCTION TO MANAGEMENT AND ORGANISATION**

Management -Meaning, Definition, Nature and Importance-Science or Art-  
Functions - Organisation –Meaning – Types of Business Oraganisation – Sole  
Proprietorship – Partnership- Company- Private and Limited Sector Enterprises-  
Current Trend and Issues in Management. **(12 Hours)**

## **UNIT II: PLANNING**

Planning- Meaning – Nature and Importance, Elements, Types, Process of  
Planning, Barriers to Effective Planning, Forecasting – Need and Techniques.  
Decision Making, Concepts and Process. **(12 Hours)**

## **UNIT III: ORGANISING**

Organising: Meaning, Importance, and Principles, Span of Management,  
Centralization and Decentralization, Forms of Organization, Staffing: Nature and  
Scope of Staffing, Manpower Planning, Selection and Training, Performance  
Appraisal, Delegation of Authority. **(12 Hours)**

## **UNIT IV: DIRECTING**

Direction – Concept, Nature, Importance Process and Methods. Motivation:  
Concept, Importance Characteristics, Classification of Motives – Theories of  
Motivation- Leadership – Concept and Types. **(12 Hours)**

## **UNIT V: CONTROLLING**

Process of Controlling - Types of Control - Budgetary and Non-budgetary Control-  
Essentials of a Good Control System. **(12 Hours)**

## **COURSE BOOK**

- Prasad L M, Principles of Management, S. Chand Publishers, New Delhi, 2013.

## **BOOKS FOR REFERENCE**

1. Balaji. C.D, Fundamentals of Management, Margam Publications, Chennai, 2015.
2. Business Management - DinkarPagare – Sultan Chand & Sons.
3. Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India, 8th edition.
4. Dr.S.CSaksena , “Principles of Management”, SathyaBhawan Publication
5. Natarajan K and Ganesan K P, Principles of Management, Himalaya Publishing House, Mumbai, 2018.

## C PROGRAMMING

Semester: I

Hours: 2

Code : 20CC1AC01

Credits: 2

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	To provide knowledge in the fundamentals of C Programming and operators.	PSO-2	K
CO-2	To be familiar with Input and Output operations, looping with connecting statements for decision making.	PSO-2	C
CO-3	Create different operations on Arrays and Strings.	PSO-2	Ap
CO-4	To have knowledge on user-defined functions	PSO-2	C
CO-5	Exercise user defined data type structures to solve problems	PSO-2	C

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I		C PROGRAMMING										Hours: 2
Code : 20CC1AC01												Credits: 2
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	3	4	2	3	4	3	5	5	4	4	4	3.73
CO-2	5	3	2	3	4	3	5	5	4	4	4	3.82
CO-3	3	3	2	3	3	3	5	5	4	4	3	3.45
CO-4	3	3	2	3	5	3	5	5	4	4	4	3.73
CO-5	5	5	2	3	5	5	5	5	4	4	3	4.18
<b>Overall Mean Score</b>											<b>3.78</b>	

**Result:** The score for this course is **3.78** (High Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## UNIT I

**Introduction to C:** Character set - C Tokens - Keywords and Identifiers - Constants - Variables - Data Types - Declaration of variables. **Various types of operators:** Introduction - Arithmetic operators - Relational operators - Logical operators - Increment and Decrement operators - Conditional operator - Bitwise operators - Special operators. **(6 Hours)**

## UNIT II

**Managing Input and Output Operations:** Introduction - Reading a character - Writing a character - Formatted Input - Formatted Output. **Decision Making and Branching and Looping:** Introduction - Decision Making with IF statement- Simple IF Statement - IF...ELSE Statement - Nesting of IF...ELSE Statement - ELSE IF Ladder - SWITCH Statement - GOTO Statement - WHILE Statement - Do Statement - For Statement. **(6 Hours)**

## UNIT III

**Arrays:** Introduction - One dimensional arrays - Declaration of One dimensional arrays - Initialization of One dimensional arrays - Two dimensional arrays - Initialization of Two dimensional arrays - Multi - Dimensional Array. **String Handling Functions:** Introduction - strcat() Function - strcmp() Function - strcpy() Function - Strlen() Function and other String Function. **(6 Hours)**

## UNIT IV

**User Defined Functions:** Introduction - Need for User defined Function - Multi function program - Elements of user defined function - Definition of Function - Return values and their types - Function calls - Function Declaration - Category of Functions. **(6 Hours)**

## UNIT V

**Structure:** Introduction - Defining a structure - declaration structure variables - accessing structure members - Structure Initialization. **(6 Hours)**

## COURSE BOOK:

❖ E. Balagurusamy, **Programming in ANSI C**, Tata McGraw-Hill Publishing Company Limited, 6<sup>th</sup> Edition, New Delhi, 2013.

Unit I Chapters : 2.1 to 2.8 and 3.1 to 3.9 pages (22 to 33 and 52 to 61)  
Unit II Chapters : 4.1 to 5.7 and 5.9 to 6.4 pages (83 to 127 and 135 to 168)  
Unit III Chapters : 7.1 to 7.7 and 8.8 pages (192 to 215 and 253 to 259)  
Unit IV Chapters : 9.1 to 9.14 pages (270 to 293)  
Unit V Chapters : 10.1 to 10.5 pages (324 to 330)

## REFERENCE BOOKS:

1. Y. Kanetkar, **Let us C**, BPB Publications, 6<sup>th</sup> Edition, New Delhi, 2002.
2. T. Jeyapoovan, **First Course in Programming with C**, Vikas Publication, New Delhi, 2002.

## C PROGRAMMING - LAB

Semester: I

Hours: 3

Code : 20CC1CP01

Credits: 2

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Design, implement, test, debug and document in C	PSO-3	Ap
CO-2	Illustrate the basic structure of the C Programming, declaration and usage of variables	PSO-3	Ap
CO-3	Develop conditional and iterative statement to write C programs	PSO-3	Ap
CO-4	Create and use the common data structures typically found in C programs namely arrays and strings	PSO-2	Ap
CO-5	Comprehend to write and use functions, function calls and parameter passing options	PSO-2	Ap

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I		C PROGRAMMING - LAB										Hours: 3
Code : 20CC1CP01												Credits: 2
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	2	2	3	5	3	5	4	5	4	4	3.82
CO-2	4	2	2	4	4	3	5	4	5	4	4	3.73
CO-3	5	2	2	3	5	4	5	4	4	4	3	3.73
CO-4	4	2	2	4	5	3	5	5	4	4	4	3.82
CO-5	4	2	2	4	5	3	5	5	4	4	3	3.73
<b>Overall Mean Score</b>											<b>3.14</b>	

**Result:** The score for this course is **3.14** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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1. Write a C Program to find the sum of digits
2. Write a C Program to check whether a given number is Prime or not
3. Write a C Program to generate the Fibonacci series
4. Write a C Program to arrange the given number in ascending order
5. Write a C Program to find the grade of a student using else if ladder
6. Write a C Program to implement the various string handling function using switch-case
7. Write a C Program to calculate the commission.
8. Write a C Program to find Simple Interest using C.
9. Write a C Program to find Compound Interest Calculation-Yearly, Half-yearly and monthly compounding.
10. Write a C Program to calculate Economic order Quantity (EOQ) and Optimal Time between orders (TBO).
11. Write a C Program to calculate Control ratios-Activity ratio, Capacity Ratio and Efficiency ratio.
12. Write a C Program to find Depreciation by three methods.
13. Write a C Program to prepare of Pay Bill for Employees.
14. Write a C Program to calculate Electricity Charge (Assume three types Consumers-Domestic, Office and Industry and Three levels of rating for each type)

## PROFESSIONAL ENGLISH

Semester: I

Hours: 2

Code : 20CC1AE01

Credits: 2

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Recognise their own ability to improve their competence in using the language	PSO-1, PSO-4	C,AP, S
CO - 2	Use language for speaking with confidence in an intelligible and acceptable manner	PSO-1, PSO-4, PSO-3,PSO-5	C, AP, E
CO - 3	Read independently unfamiliar texts with comprehension	PSO-2, PSO-3, PSO-5	K,C,AP,E
CO - 4	Understand the importance of reading for life and writing in academic life.	PSO-1, PSO-3, PSO-4, PSO-5	C,AP, E
CO - 5	Write simple sentences without committing error of spelling or grammar	PSO-4	C,E

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester : I		PROFESSIONAL ENGLISH										Hours: 2
Code : 20CC1AE01												Credits: 2
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	4	4	4	4	4	4	4	3	4	4	4	3.90
CO-2	3	4	4	4	4	4	4	3	4	4	4	3.81
CO-3	4	3	3	3	4	4	4	4	3	3	4	3.63
CO-4	3	4	4	3	4	4	4	3	3	3	4	3.54
CO-5	3	4	3	3	3	3	3	4	4	4	4	3.45
<b>Overall Mean Score</b>											<b>3.68</b>	

**Result:** The score for this course is 3.68 (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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**NB: All four skills are taught based on texts/passages.**

## **UNIT I: COMMUNICATION**

**Listening:** Listening to audio text and answering questions - Listening to Instructions

**Speaking:** Pair work and small group work.

**Reading:** Comprehension passages –Differentiate between facts and opinion

**Writing:** Developing a story with pictures.

**Vocabulary:** Register specific - Incorporated into the LSRW tasks

## **UNIT II: DESCRIPTION**

**Listening:** Listening to process description.-Drawing a flow chart.

**Speaking:** Role play (formal context)

**Reading:** Skimming/Scanning- Reading passages on products, equipment and gadgets.

**Writing:** Process Description –Compare and Contrast Paragraph-Sentence Definition and Extended definition-Free Writing.

**Vocabulary:** Register specific -Incorporated into the LSRW tasks.

## **UNIT III: NEGOTIATION STRATEGIES**

**Listening:** Listening to interviews of specialists / Inventors in fields (Subject specific)

**Speaking:** Brainstorming.(Mind mapping). Small group discussions (Subject-Specific)

**Reading:** Longer Reading text.

**Writing:** Essay Writing (250 words)

**Vocabulary:** Register specific - Incorporated into the LSRW tasks

## **UNIT IV: PRESENTATION SKILLS**

**Listening:** Listening to lectures.

**Speaking:** Short talks.

**Reading:** Reading Comprehension passages

**Writing:** Writing Recommendations

Interpreting Visuals inputs

**Vocabulary:** Register specific -Incorporated into the LSRW tasks

## **UNIT V: CRITICAL THINKING SKILLS**

**Listening:** Listening comprehension- Listening for information.

**Speaking:** Making presentations (with PPT- practice).

**Reading:** Comprehension passages –Note making.

Comprehension: Motivational article on Professional Competence, Professional Ethics and Life Skills)

**Writing:** Problem and Solution essay– Creative writing –Summary writing

**Vocabulary:** Register specific - Incorporated into the LSRW tasks



**COURSE BOOK:**

- *English for Commerce & Management* by Tamil Nadu State Council for Higher Education

<b>INTERNAL ASSESSMENT</b>	
<b>COMPONENTS</b>	<b>MARKS</b>
Internal Test-I	30
Internal Test-II	30
Listening Comprehension	10
Reading Comprehension	10
Language lab (Speaking skills)	10
Assignment	10
<b>Total</b>	<b>100</b>

**PROFESSIONAL ENGLISH -20CC1AE01  
QUESTION PATTERN**

**Time:1 Hour****Max. Marks: 30**

- I. Match the following (Unit I & V) 10  
or  
True or False (Unit I & V)
- II. Writing Definition (unit II) 5  
or  
Transcript of a passage (unit II)
- III. Sketch mind maps for the following (unit III) 10  
or  
Essay Writing (unit III)
- IV. Comprehension on short talks (unit IV) 5  
or  
Writing Recommendations (unit IV)

**STREAM - A**  
**COMPUTER FUNDAMENTALS**

Semester: I

Hours: 2

Code : 20SE1CE1A

Credits: 2

**COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Understand the input and output devices of Computers and how it works and recognize the basic terminology used in computer programming.	PSO-1	K
CO-2	Comprehend the basics Knowledge on handling operating system.	PSO-1,2	C
CO-3	Understand the basics of Word processing.	PSO-1,2	U
CO-4	Acquire basic knowledge on Internet, Applications of Internet and the World Wide Web.	PSO-5	K
CO-5	Present the content using presentation software	PSO-4	C

**RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

Semester: I		COMPUTER FUNDAMENTALS										Hours: 2
Code : 20SE1CE1A												Credits: 2
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	5	5	3	4	2	5	5	3	3	2	3.82
CO-2	5	4	5	3	3	3	5	5	4	3	2	3.82
CO-3	5	4	4	2	3	2	5	5	3	3	3	3.55
CO-4	5	4	5	2	3	2	5	5	4	3	3	3.73
CO-5	4	3	4	2	3	3	4	5	3	3	3	3.36
<b>Overall Mean Score</b>											<b>3.66</b>	

**Result:** The score for this course is **3.66** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos= $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I**

**Introduction to Computers:** Evolution of Computers - Generation of Computers - Classification of Computers Analog Digital and Hybrid Computers.  
**Classification of Computers:** Super Computers - Mainframe Computers - Personal Computers (Different Types) and Terminals (Different Types).  
Characteristics of Computers - Block Diagram of a Digital Computer - types of OS.  
**(6 Hours)**

## **UNIT II**

**Input / Output Devices:** Input Devices – Keyboard – Mouse - Output Devices – VDU - Printers. The User Interface - Using Mouse - Using right Button of the Mouse and Moving Icons on the screen - Use of Common Icons - Status Bar - Using Menu and Menu – selection - Running an Application - Viewing of File - Folders and Directories. Creating and Renaming of files and folders - Opening and closing of different Windows - Using help - Creating Short cuts - Basics of OS Setup - Common utilities.  
**(6 Hours)**

## **UNIT III**

**Understanding Word Processing:** Word Processing Basics - Opening and Closing of documents - Text creation and Manipulation - Formatting of text - Table handling - Spell check - language setting and thesaurus - Printing of word document.  
**(6 Hours)**

## **UNIT IV**

**Internet and Internet application:** Introduction - Internet evolution Working of Internet - Use of Internet Overview of World Wide Web (Web Server and Client) - Introduction to Search engine and Searching the Web Downloading files Introduction to Web Browsers Working with E-mail (creation and use of the same).  
**(6 Hours)**

## **UNIT V**

**Demonstration in Lab: Word Processing:** Write files to optical discs - Create curriculum vitae (CV) of a B. Sc graduate with the specification - To prepare a class timetable using Merge rows, Split row, Insert rows, columns and convert the table into text format. **Making Small Presentation:** Basics of presentation software - Creating Presentation - Preparation and Presentation of Slides - Slide Show - Taking printouts of presentation / handouts. Practice And Understand Different Email Services – Outlook - Practice Creating E-Mail Accounts, Sending, Receiving & Storing of Mails.  
**(6 Hours)**

**BOOK FOR STUDY:**

Course Material prepared by parent Department.

**BOOKS FOR RESERENCE:**

1. "**Fundamentals of Computers**", E. Balagurusamy, Tata McGraw Hill Pvt, Limited 2010
2. "**Computer Fundamentals**"- D.P Nagpal, S. Chand & Company Ltd, New Delhi. 2010
3. "**Fundamentals of Computers**" - Rajaraman, Sixth Edition, Prentice-Hall of India Private Limited. 2015

**இடைக்கால இலக்கியமும் நாவலும்**

பருவம்: இரண்டு

நேரம்: 6

குறியீடு: 20GT2GS02

புள்ளி: 3

**COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	சைவ, வைணவ அடியார்களின் பக்தியைப் பற்றி அறிந்து கொள்வர்.	PSO - 4	புரிதல்
CO-2	அடியார்களின் வழி இறைவனின் அருள் தன்மையைப் புரிந்து கொள்வர்.	PSO - 4	அறிவு
CO-3	செய்யுள் எழுதும் முறையைக் கற்றுக் கொள்வர்.	PSO - 1	புரிதல்
CO-4	வெற்றிச் சிறப்பைப் போற்றும் முறையைத் தெரிந்து கொள்வர்.	PSO - 3	அறிவு
CO-5	செய்யுள் வழி உரைநடையையும், புதின மரபையும் கற்றுக் கொள்வர்.	PSO - 1	அறிவு, புரிதல்

**RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

Semester: II		இடைக்கால இலக்கியமும் நாவலும்										Hours: 6
Code : 20GT2GS02												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO <sub>s</sub>
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	4	2	4	5	3	4	5	5	4	3	4.25
CO - 2	4	4	5	4	3	5	5	3	2	5	3	4.19
CO - 3	4	5	4	2	5	3	4	5	5	2	3	3.83
CO - 4	5	3	5	2	4	5	3	2	4	5	4	3.83
CO - 5	5	5	4	5	4	3	2	4	5	3	2	3.83
<b>Overall Means Score</b>											<b>3.98</b>	

**Result:** The Score of this Course is **3.98** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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### அலகு1: சைவம்

1. திருஞானசம்பந்தர் - திரு ஆலவாய் - 2 பாடல்கள்

1. மந்திரமாவது நீறு...
2. வேத்திலுள்ளது நீறு ...

2. திருநாவுக்கரசர் - தேவாரம் - 2 பாடல்கள்

1. நாமார்க்கும் குடியல்லோம்...
2. பாலனாய்க் கழிந்த ...

3. சுந்தரர் - தேவாரம் - 2 பாடல்கள்

1. ஊனாய் உயிர் ஆனாய் ...
2. மழுவாள் வலன் ஏந்தி மன்ற ...

4. மாணிக்கவாசகர் - சிவபுராணம் 15 வரிகள்

நமச்சியவாய வாழ்க முதல்... சீரார் பெருந்துறை நம்தேவன் அடி போற்றி வரை

### அலகு2: வைணவம்:

1. பேயாழ்வார் - திருக்கண்டேன்...
2. பூதத்தாழ்வார் - அன்பே தகளியா...
3. பொய்கையாழ்வார் - வையம் தகளியா...
4. ஆண்டாள் - திருப்பாவை முதல் 10 பாடல்கள்

### அலகு3: சிற்றிலக்கியங்கள்

1. கலிங்கத்துப்பரணி - இந்திர சாலம்
2. நந்திக் கலம்பகம்
  1. மயில் கண்டால் மயிலுக்கே வருந்தியாங்கே - 25வது பாடல்
  2. ஓடரிக்கண் மடநல்லீர் ஆடாமோ ஊசல் - 29வது பாடல்
  3. அறம்பெருகும் தனிச்செங்கோன் மாயன் தொண்டை - 60வது பாடல்

### அலகு4: குறுநாவல்

ரட்டை வால் குருவி - யாழ் எஸ். ராகவன்

### அலகு5:

இலக்கணம்: யாப்பின் உறுப்புக்கள்

இலக்கிய வரலாறு - பக்தி இலக்கியம், சிற்றிலக்கியம் தொடர்பான பகுதிகள் நாவலின் தோற்றமும் வளர்ச்சியும்.

### பாடநூல்கள்:

1. தமிழ்த்துறை வெளியீடு - இடைக்கால இலக்கியம், ஜெயராஜ் அன்னபாக்கியம் மகளிர் கல்லூரி, பெரியகுளம்
2. எம்.ஆர்.அடைக்கலசாமி - தமிழ் இலக்கிய வரலாறு, ராசி பதிப்பகம், சென்னை - 73, 41ஆம் பதிப்பு.
3. யாழ் எஸ். ராகவன் - ரட்டை வால் குருவி, நியூசெஞ்சுரி புக் ஹவுஸ் (பி) லிமிடெட், சென்னை. மு.ப. 2020

## ENGLISH FOR COMMUNICATION - II

Semester: II

Hours: 6

Code : 20GE2GS02

Credits: 3

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO -1	Develop a fair degree of competence in self-expression in both writing and speaking.	PSO-1, PSO-3, PSO-4	C, S
CO -2	Read and comprehend texts.	PSO-2, PSO-4, PSO-5	K, AP
CO -3	Use academic resources.	PSO-1, PSO-2, PSO-5	AP, A
CO-4	Engage in independent learning.	PSO-1, PSO-4, PSO-5	C
CO -5	Obtain critical and analytical thinking.	PSO-1, PSO-5	C, AP, A

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester : II		ENGLISH FOR COMMUNICATION - II										Hours: 6
Code : 20GE2GS02												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of COs
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	3	5	3	3	3	3	3	4	5	3	4	3.54
CO-2	4	5	4	3	3	4	3	4	4	3	5	3.81
CO-3	4	4	3	3	5	4	3	4	3	3	5	3.72
CO-4	3	4	3	4	3	4	3	3	5	3	5	3.63
CO-5	4	4	3	3	4	4	3	4	5	4	5	3.90
<b>Overall Mean Score</b>											<b>3.72</b>	

**Result:** The score for this course is 3.72 (High Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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**UNIT I****18 Hours**

1. Speaking and listening
  - a. Participating in group discussions
2. Reading and writing
  - a. Reading short fictional pieces
    - i. Reading aloud
    - ii. Identifying mood, tone, point of view
    - iii. Working with diction
  - b. Writing short argumentative essays of two to three paragraphs
  - c. Writing a resume
3. Grammar in Context
  - a. Subject Verb Agreement
  - b. Active and passive voice

**UNIT II****18 Hours**

1. Speaking and Listening
  - a. Making short presentations
  - b. Interactions during and after the presentations
2. Reading and Writing
  - a. Writing opinion pieces (could be on travel, food, film / book reviews or on any contemporary topic)
  - b. Writing a cover letter
  - c. Reading poetry
    - i. Reading aloud: (Intonation and Voice Modulation)
    - ii. Identifying and using simile, metaphor, personification etc.
3. Grammar in Context
  - a. Idioms and phrasal verbs
  - b. Second and third conditional

**UNIT III****18 Hours**

1. Speaking and Listening
  - a. Note making
2. Reading and writing
  - a. Writing emails of complaint
  - b. Reading longer fictional / non-fictional pieces in which all the reading skills can be brought into play
  - c. Preparing outlines for short assignments
3. Grammar in Context
  - a. Working with clauses
  - b. Direct and indirect speech



**UNIT IV****18 Hours**

1. Speaking and Listening
  - a. Listening to understand different accents
2. Reading and Writing
  - a. Reading visual texts - advertisements
  - b. Preparing first drafts of short assignments
  - c. Writing cover letter

**UNIT V****18 Hours**

1. Speaking and listening
  - a. Taking leave
2. Reading and Writing
  - a. Peer-reviewing
  - b. Preparing final draft using peer review comments
  - c. Writing letters of application
  - d. Readers' Theatre: (Reading aloud a given script - Scripts by Aaron Shepherd available on the internet)
  - e. Dramatizing everyday situations/social issues through skits. (writing scripts and performing)

**COURSE BOOK:**

- Communicative English (For Students of Arts and Science Colleges)  
Tamilnadu State Council for Higher Education (TANSICHE)

**ENGLISH FOR COMMUNICATION – II 20GE2GS02****Question Pattern****Time: 3 Hours****Marks: 75**

- |   |             |
|---|-------------|
| 1. Fill in the blanks with suitable answers     | 20 × 1 = 20 |
| 2. Write a resume for job application (unit- I) | 1 × 5 = 5   |
| 3. Writing on contemporary topics (unit-II)     | 1 × 5 = 5   |
| 4. Letter Writing (unit - II, V)                | 1 × 10 = 10 |
| 5. Business Letter/ email Writing (unit-III)    | 1 × 10 = 10 |
| 6. Note Making (unit- III)                      | 1 × 10 = 10 |
| 7. Writing short essays (unit- I)               | 1 × 10 = 10 |
| 8. Writing Advertisement (unit-IV)              | 1 × 5 = 5   |

## FINANCIAL ACCOUNTING - II

Semester: II

Hours: 5

Code : 20CC2MC03

Credits: 5

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Understand the additional accounting standards.	PSO - 1	K
CO-2	Acquire additional accounting skills.	PSO - 1	K
CO-3	Develop sufficient confidence in solving practical questions in examinations.	PSO - 2	An
CO-4	Manage the maintenance of complete frame work of accounting records in small and medium size business.	PSO - 2	An & Sy
CO-5	Prepare all types of financial statements at the year end in small and medium size business.	PSO - 2	An & Sy

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: II		FINANCIAL ACCOUNTING - II										Hours: 5
Code : 20CC2MC03												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	2	2	4	5	2	5	4	2	2	4	3.36
CO-2	5	2	2	4	5	1	5	4	2	1	4	3.18
CO-3	4	1	2	3	5	2	4	5	2	2	4	3.09
CO-4	4	2	2	3	5	1	4	5	2	2	4	3.09
CO-5	4	2	3	3	5	2	5	5	2	1	5	3.36
<b>Overall Mean Score</b>											<b>3.22</b>	

**Result:** The score for this course is **3.22** (High Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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**UNIT I**

Single Entry Methods- Net Worth Method -- Conversion of Single Entry into Double Entry. (15 Hours)

**UNIT II**

Branch Accounts excluding Foreign Branches- Dependent Branches- Inter Branch Transaction (15 Hours)

**UNIT III**

Departmental Accounts- Accounting Procedure- Allocation of Common Expenses- Inter Departmental Transfers (15 Hours)

**UNIT IV**

Depreciation accounting, Meaning - Causes - Methods -- Straight Line - Written Down Value Method - Annuity- Depreciation Fund-- Insurance Policy- Depletion Method. (15Hours)

**UNIT V**

Consignment accounts- Normal Loss- Abnormal Loss- Calculation of the Value of Unsold Stock -Accounting treatment of Normal Loss and Abnormal Loss --Joint Venture-Common set of books method. (15 Hours)

**COURSE BOOK:**

- T.S. Reddy & Dr. E. Moorthy, Advanced Accountancy, Vol I, Margham Publications, Chennai,2011.

**BOOKS FOR REFERENCE:**

1. R.S.N.Pillai&Bagavathi, Advanced Accounting-Volume-I, S. Chand & Company Ltd., New Delhi, 2009
2. R.L. Gupta&M.Radhaswamy, Advanced Accounting, Sultan Chand & Sons, New Delhi, 2005
3. M.C.Shukla, T.S. Grewal, Advanced Accounts, S.C. Gupta, S. Chand & Company Ltd., New Delhi, 2009
4. Dr. M.A. Arulanandam, Dr. K.S. Raman, Advanced Accounting, Himalaya Publishing House, Bombay, 2009
5. Jain and Narang, Financial Accounting, Kalyani Publishers, New Delhi, 2010

**Theory 20% (Only Part - A) Problems 80%**

## PRINCIPLES OF MARKETING

Semester: II

Hours: 4

Code : 20CC2MC04

Credits: 3

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Understand the concept of marketing	PSO – 1	K
CO-2	Analyze the different modes of Transportation	PSO – 2	An
CO-3	Understand the concept of storing and ware housing	PSO – 2	Ap
CO-4	Acquire knowledge on Standardization	PSO – 2	C
CO-5	Understand the Marketing Research and information system.	PSO – 2	U

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: II		PRINCIPLES OF MARKETING										Hours: 4
Code : 20CC2MC04												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	4	4	4	2	4	5	5	2	2	4	3.63
CO-2	3	4	4	4	2	3	5	5	3	2	4	3.54
CO-3	4	3	3	4	2	4	3	5	2	2	3	3.18
CO-4	3	4	4	5	2	4	4	5	3	4	5	3.90
CO-5	3	3	3	5	2	3	4	5	2	3	4	3.36
<b>Overall Mean Score</b>											<b>3.52</b>	

**Result:** The score for this course is **3.52** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I**

Nature and scope of marketing- Definitions classification of markets- objects-importance – Basic approaches to marketing- modern marketing concept- Functions of marketing. **(12 Hours)**

## **UNIT II**

History and Development- Functions-Classification- Road Transport- Railway Transport-Water Transport-Airway Transport- Choice of Transport. **(12 Hours)**

## **UNIT III**

Market storage Situation- Advantages- Essentials of Good Storage- Storage Vs. Warehouses- Functions- Classifications- Warehouse Receipt and Warrant- Advantages- Importance- Warehouses in India- Causes of Slow Growth.

**(12 Hours)**

## **UNIT IV**

Meaning- Standardisation- Standard- Elements- Grading- Inspection- Labelling- Grading Vs.Standardisation- Methods of Grading- Types of Grading- Significance of Standardisation- Benefits of Standardisation- Control of Standard- Agricultural Produce- Extractive Industries and Manufactured Products- Controls- ISI- AGMARK **(12 Hours)**

## **UNIT V**

Marketing Information –Importance –MIS-Marketing Research-Objectives- Procedure-Types-Method of Data Collection – Gathering Primary Data – Questionnaire – Sampling – A Good Sample – Sources of Secondary Data- Precautions of Secondary Data – Primary Data Vs. Secondary Data – Organisation of Marketing Research – Marketing Research in India – Report writing. **(12Hours)**

### **COURSE BOOK:**

➤R.S.N Pillai&Bagavathi, Modern Marketing, S.Chand& Company Ltd, 2011.

### **BOOKS FOR REFERENCES:**

1. Dr.C.B Gupta &Dr.Rajan Nair, Marketing Management, Sultan Chand & Sons, 2012.
2. B.V.H. KameswaraSastry, Marketing Management, J.V. Publishing House, 2009.
3. C.B. Memoria Joshi, Principles and Practices of Marketing, Pearson Education, 11<sup>th</sup> edition New Delhi, 2003.S.P.Bansal, Marketing Management, Kalyani Publishers, 2010.

## DATABASE MANAGEMENT SYSTEM

Semester: II

Hours: 2

Code : 20CC2AC02

Credits: 2

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	To be familiarizing with Data, Information and Information procession for database.	PSO-2	C
CO-2	Create the master sound design principles for logical design of databases, including the E-R Model.	PSO-3	C
CO-3	Demonstrate the relational algebra theory to write relational algebra expressions for queries.	PSO-2	K
CO-4	Mastering the basics of SQL and construct queries using SQL.	PSO-3	C
CO-5	Analyze database design by normalization and development of a database application system.	PSO-3	C

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: II		DATABASE MANAGEMENT SYSTEM										Hours: 2
Code : 20CC2AC02												Credits: 2
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	3	2	2	3	4	3	4	5	4	4	3	3.36
CO-2	4	2	2	3	5	3	4	4	5	4	3	3.55
CO-3	5	2	2	3	5	3	4	5	4	4	3	3.64
CO-4	4	2	2	3	4	3	4	4	5	4	3	3.45
CO-5	5	2	2	3	5	3	4	4	5	4	3	3.64
<b>Overall Mean Score</b>											<b>2.94</b>	

**Result:** The score for this course is **2.94** (Moderate Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I: DATA, INFORMATION AND INFORMATION PROCESSING**

Introduction - Definition of Information - Information Processing Cycle -  
**DATABASE SYSTEMS:** Organization of a Database- Database Management  
Systems - Functions of DBMS - Components of DBMS-Database Architecture - **Data  
Models:** Hierarchical Model - Network Model-Relational Model. **(6 Hours)**

## **UNIT II: E-R MODELING**

Entity - Relationship - Introduction - ER model - Components of an ER model -ER  
Model symbols. **(6 Hours)**

## **UNIT III: RELATIONAL ALGEBRA**

Fundamental operations, extended relational algebra operations. **(6 Hours)**

## **UNIT IV: SQL**

Create, drop, alter tables - describe table - simple select statements - order by,  
group by clauses - Sub queries - creating views - expanding the view - changing  
data with insert, update, merge and delete. **(6 Hours)**

## **UNIT V: DATA NORMALIZATION**

Introduction - first normal form - second normal form - third normal form - Boyce -  
Codd's normal form. **(6 Hours)**

## **COURSE BOOK:**

- Silberschatez, Korth and Sudarshan, **Database system concepts**, McGraw Hill  
Publications, 4th edition, 2010.

## **BOOKS FOR REFERENCE:**

1. Bipin c Desai, **An introduction to database systems**, Galgotia Publications Pvt.  
Ltd., 2005.
2. C.J.Date, **An introduction to Database System**, Pearson education Ltd, 2005.
3. Alexis Leon & Mathews Leon, **Database Management System**, Vikas  
publications House Private Ltd, Noida, 2002.

## DATABASE MANAGEMENT SYSTEM - LAB

Semester: II

Hours: 3

Code : 20CC2CP02

Credits: 2

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	To have working knowledge in DBMS for various departments of the organization.	PSO-4	Ap
CO-2	Design and implement a database schema for a given problem domain	PSO-4	Ap
CO-3	Create a database query using SQL DML/DDL/DCL commands	PSO-4	Ap
CO-4	Programming PL/SQL including stored procedures, character function, control structures, date and time functions.	PSO-4	Ap
CO-5	Solve database problems using SQL and PL/SQL	PSO-4	Ap

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: II		DATABASE MANAGEMENT SYSTEM - LAB										Hours: 3
Code : 20CC2CP02												Credits: 2
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	2	2	4	4	3	4	4	4	5	3	3.64
CO-2	4	2	2	4	4	3	4	4	4	5	3	3.55
CO-3	4	2	2	2	4	3	4	4	4	5	3	3.36
CO-4	4	2	2	2	4	3	4	4	4	5	3	3.36
CO-5	4	2	2	2	5	3	4	4	4	5	3	3.45
<b>Overall Mean Score</b>											<b>2.89</b>	

**Result:** The score for this course is **2.89** (Moderate Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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1. Write a query in SQL to create an employee table.  
Employee (empno, ename, deptno, job, hiredate)
  - a. To insert 10 records to the table
  - b. To alter the table to add two more columns as salary, designation to the employee table.
  - c. To update the salary, designation fields to the employee table.
  - d. To display the employee table.
2. Write a query in SQL to create a department table.  
Department (deptno, dname, loc).
  - a. To make deptno as primary key.
  - b. To ensure dname and loc columns does not contain NULL values.

Enforce REFERENTIAL INTEGRITY and Declare deptno field of department table as a primary key and deptno field of employee table as a foreign key.
3. Insert the following values in employee table.
 

EMPNO	ENAME	JOB	MGR	HIREDATE	SAL	COMM	DEPTNO
7369	Smith	Clerk	7902	17-dec-80	8000	200	10
7499	Allen	Salesman	7698	20-feb-81	1600	300	30
7521	Ward	Salesman	7698	22-feb-81	1250	500	30
7566	Jones	Manager	8394	02-apr-81	2975	200	30
7654	Martin	Salesman	7698	28-sep-81	1250	1400	30

  - a. Edit the commission of Jones to 1000.
  - b. Retrieve all rows of employee table.
  - c. Delete the row from employee table where deptno is 10.
  - d. Delete all rows from employee table.
  - e. Drop the employee table.
4. Write a SQL program using Aggregate Operations
  - a. Retrieve the details of employee whose salary is between 1000 and 2000 both inclusive?
  - b. To find the average salary of all the employees.
  - c. To find the average yearly compensation paid to Salesman.
  - d. To find the minimum salary of managers in various departments having salary greater than 2500.
  - e. To select all employees sorted department wise in ascending order.
  - f. To select all employees sorted department salary wise in descending order.
5. Write a SQL program using Subquery.
  - a. Get the details of all the books whose price is greater than the average price of the books.
  - b. Get the names of all the books for which an order has been placed.
  - c. Get the title and price of all the books whose price is less than the average price of the books.
6. Write a SQL Program using Character function.
7. Write a SQL Program using Date and Time function.
8. Write a PL/SQL program to check whether the given number is odd or even.
9. Write a PL/SQL program using Control Structure.
10. Write a PL/SQL program using procedure and function.

**ENVIRONMENTAL STUDIES  
PROGRAMME OUTCOMES**

<b>PO. NO.</b>	<b>UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO</b>
1.	Endow with in-depth knowledge, analyze and apply the understanding of their discipline for the betterment of self and society.
2.	Synthesize ideas from various disciplines, enhance the interdisciplinary knowledge and extend it for research.
3.	Gain confidence and skills to communicate orally/ verbally in research platforms and state a clear research finding.
4.	Develop problem solving and computational skills and gain confidence to appear for the competitive examinations.
5.	Enhance knowledge regarding research by accumulating practical knowledge in specific areas of research.
6.	Achieve idealistic goals and enrich the values to tackle the societal challenges.

<b>PSO. NO.</b>	<b>UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO</b>	<b>PO MAPPED</b>
1.	Assess the scope and importance of environmental studies and need for public awareness	PO1,2,3
2.	Develop deeper understanding in classification of resources	PO 1,2,5
3.	Analyse the concept of an eco system	PO1,2,4,6
4.	Comprehend the definitions, causes and control measures of environmental pollutions	P O 1 ,5
5.	Participate in the environmental issues programmes from the unsustainable to sustainable development	PO 1 , 4,5,6

## ENVIRONMENTAL STUDIES

Semester: II

Hours: 2

Code : 20AE2ES02

Credits: 2

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Recall the components of our planet earth.	PSO 1,2,4	K, A ,S
CO - 2	Elucidate the importance of the natural resources.	PSO 2,3,5	K, An, E
CO - 3	Summarise the energy status of the environment.	PSO1,2,5	K,A,An
CO - 4	Acquire knowledge on the conservation of our environment.	PSO1,4,5	K,AP,S
CO - 5	Analyse the significance of water and climate towards sustainable development.	PSO 2,3,5	K,An, Ap, S,E

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: II		ENVIRONMENTAL STUDIES										Hours: 2
Code : 20AE2ES02												Credits: 2
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	4	4	3	4	3	4	5	4	5	4	5	4.09
CO - 2	3	4	3	4	3	4	5	4	4	4	4	3.81
CO - 3	3	4	3	4	3	4	5	4	4	4	4	3.81
CO - 4	3	4	3	4	3	3	5	4	5	5	4	3.90
CO - 5	4	4	3	4	3	4	5	4	4	4	5	4.00
<b>Overall Mean Score for COs</b>											<b>3.92</b>	

**Result:** The Score for this Course is 3.92 (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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### **UNIT I: MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES**

Definition, scope and importance - Need for public awareness (2 Hours)

### **UNIT II: NATURAL RESOURCES**

Classification of Resources: Renewable and non - renewable resources - Forest resources, water resources, mineral resources, food resources, energy resources, Land resources - associated problems; Role of an individual in conservation of natural resources - Equitable use of sources for sustainable life styles. (8 Hours)

### **UNIT III: ECOSYSTEMS**

Concept of an ecosystem - Structure and function of an ecosystem - producers, consumers and decomposers - Energy flow in the ecosystem - Food chains, food webs and ecological pyramids - Introduction, types, characteristic features, structure and function of the following Eco system: Forest, grass land, desert and aquatic. (6 Hours)

### **UNIT IV: ENVIRONMENTAL POLLUTION**

Definition, Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards, Solid waste management, Role of an individual in prevention of pollution. (8 Hours)

### **UNIT V: SOCIAL ISSUES AND THE ENVIRONMENTS**

From unsustainable to sustainable development - Urban problems related to energy Water conservation, rain water harvesting, water shed management, Resettlement and rehabilitation of people, its problem and concerns, case studies, Environmental ethics, Climate change, global warming, acid rain and ozone layer depletion, nuclear accidents and holocaust, case studies. Waste land reclamation. Environmental protection act, air act, water act, wild life protection act. (6 Hours)

### **FIELD WORK**

Visit to local area to document environmental assets- river/forest/ grassland/hill/ mountain.

### **COURSE BOOK:**

Murugesan, R., (2007). Environmental science and Engineering, Millenium publication, Madurai.

UNIT I : Section - 1.1 & 1.2

UNIT II : Section - 1.3 to 1.37

UNIT III : Section - 2.1 to 2.7 & 2.10 to 2.27

UNIT IV : Section - 3.1 to 3.37

UNIT V : Section - 4.1 to 4.17

**Note: Tamil Version for Tamil Literature and History Tamil Medium Students.**

**Continuous Internal Assessment Component (CIA)**

**Theory:**

<b>Component</b>	<b>Marks</b>
Internal test I	40
Internal test II	40
Quiz	10
Assignment	5
Attendance	5
<b>Total</b>	<b>100</b>

**Continuous Internal Assessment Component (CIA)**

**Passing Minimum: 40% out of 100**

**Internal Question Pattern**

**Part - A**

10 Questions × 1Mark =10 Marks

**Part - B**

2 Questions × 5 Marks = 10 Marks

(Internal Choice)

**Part - C**

2 Questions × 10 Marks = 20 Marks (2 Questions out of 3)

(Open Choice and atleast one Question from allotted Units)

**SKILL ENHANCEMENT COMPULSORY COURSE (SECC -2)**  
**CAPACITY BUILDING**  
**PROGRAMME OUTCOMES**

<b>PO. NO.</b>	<b>UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO</b>
1.	Fix healthy attitudes and standards to face the outside world.
2.	Develop healthy interpersonal, intrapersonal and social relationships.
3.	Analyze the portrayal of social issues depicted in films that help them aware of the issues and figure out ways to eliminate them.
4.	Identify the role of social media in the present scenario and adopt the positive changes.
5.	Build up qualities like team work, leadership and problem solving
6.	Improve perspectives on positive thinking, team work, and creativity

**PROGRAMME SPECIFIC OUTCOMES**

<b>PSO. NO.</b>	<b>UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO</b>	<b>PO MAPPED</b>
1.	Develop positive thinking that helps them to set and pursue for meaningful goals.	PO-1, 6
2.	Develop leadership qualities that lead them to inspire and guide people among peer groups and in workplaces.	PO-1, 2, 3, 6
3.	Assess the advantages and disadvantages of social media.	PO-2, 6
4.	Acquiring trade skills by developing social relationships effectively with trade experts.	PO-2,5,6
5.	Understand the portrayal of social causes in films	PO-3

## CAPACITY BUILDING

Semester: II

Hours: 2

Code : 20SE2CB02

Credit: 2

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO – 1	Realised the importance of physical health, emotional well-being, and stress management.	PSO-1	K
CO – 2	Apply the features of team work and strive to become good leaders.	PSO-2,4	Ap
CO – 3	Enhance their awareness on social media and e- learning.	PSO-3	Sy
CO - 4	Develop interactive skills in online trade, and become value based professionals.	PSO-4	Ap
CO - 5	Acquire film making skills.	PSO-5	Ap

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester : II		CAPACITY BUILDING										Hours: 2
Code : 20SE2CB02												Credits: 2
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	4	4	4	4	4	5	4	4	5	4	4	4.18
CO-2	4	4	5	4	4	4	4	4	4	4	4	4.09
CO-3	4	3	4	4	4	3	4	4	4	4	4	3.81
CO-4	5	4	4	4	4	3	4	4	5	4	3	4
CO-5	4	4	5	4	4	4	3	4	4	4	4	4
<b>Overall Mean Score</b>											<b>4.01</b>	

**Result:** The score for this course is 4.01 (Very high)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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### **UNIT I**

Positive thinking-Seven steps in dealing with doubts. Traits of positive thinking. Goal setting-techniques of positive thinking to achieve the goals-creativity and components of creativity (6 Hours)

### **UNIT II**

Leadership - Types of Leadership - Team work and public speaking - Importance of maintaining good interpersonal relationship with Team - Motivation - Self confidence - Attitude - Working in Group - Time Management - Effective Planning. (6 Hours)

### **UNIT III**

Skilful usage of Social media (Whatsapp, Twitter, Facebook, Instagram, other app). Cyber bullying, photo, video morphing & editing, fake news. Useful study apps, e learning apps, Health, Police, Lawyer help app, Social issues complaint app. (6 Hours)

### **UNIT IV**

Online interaction with Experts – Mushroom Cultivation – Mrs. Arthi (Batlagundu) –Apiculture –Mrs. Josephine (Madurai), Garment making – Mr. Alagusundaram (Tirupur) - Terrace Garden – Mrs. Megala – (Madurai) – Spirulina Cultivation - D. Aarthi (Madurai) – Antenna Foundation, (Madurai) (6 Hours)

### **UNIT V**

Film Review: Thani Oruvan , Peranmai, Dhangal, 36 Vayadhinile, Kaatrin Mozhi, Ratchasi, English Vinglish - Short Film Making–Submission of Short Flim. (6 Hours)

### **BOOKS FOR REFERENCE:**

1. Power of positive thinking, Mile, D.J.Rohan Book Company Delhi, 2004.
2. Dolmans 1922, A Handbook Public Speaking 1922, New York, Harcourt Breaee and company.
1. <http://www.mayoclinic.org/healthy-lifestyle/stress-management/in-depth/positive-thinking/art-20043950>.
2. <http://mayoclinic.org/healthy-lifestyle/stress-management/in-depth/3-simple-strategies-to-help-you-focus-and-de-stress/art-20390057>.
3. <http://www.mayoclinic.org/healthy-lifestyle/stress-management/in-depth/3-ways-to-become-more-stress-resilient/art-20267213>
4. <http://www.mayoclinic.org/healthy-lifestyle/stress-management/in-depth/3-ways-to-learn-patience-and-amp-up-your-well-being/art-20390072>
5. <http://www.mayoclinic.org/4-proven-ways-you-can-feel-happier/art-20390079>



6. <http://mayoclinic.org/healthy-lifestyle/adult-health/in-depth/anger-management/art-20048149>
7. <http://www.gaiam.com/blogs/discover/positive-thinking-strategies-to-help-you-achieve-yourgoals#:text=Focus%20on%20what's%20of%20old%20failures>.
8. <http://www.linkedin.com/pulse/what-makes-positive-attitude-10-components-gary>
9. <http://iffilab.org/how-to-prevent-cyber-bullying-anti-cyber-bullying-law-in-india/>
10. <http://www.sciencedaily.com/terms/morphing.htm#:text=Morphing%20is%20special%20effect,little%20instruction%20from%20the%20user>.
11. <http://www.educationalappstore.com/>
12. <http://www.mobihealthnews.com/37340/38-more-health-and-wellness-apps-that-connect-to-apples-healthkit>
13. <http://www.youtube.com/watch?v=skfqt9mm7j4>
14. <http://www.youtube.com/watch?v=rvy44i-ciE>
15. <https://www.youtube.com/watch?v=rINOELMCiqc>
16. <http://www.youtube.com/watch?v=N5R-KCWPzr0&list=PLHw83Z MxtQ9NdRd5yAxYrxkRsqcvi@index=3>
17. <http://www.youtube.com/watch?v=PUzaLjSjERE>
18. <http://www.youtube.com/watch?v=QkVue8XmVr8>
19. <http://www.youtube.com/watch?v=XcRs4JBN43o>
20. <http://www.youtube.com/watch?v=dzvpQG-2xC4>

**Continuous Internal Assessment Component (CIA)**

**Theory:**

Component	Marks
Internal test I	40
Internal test II	40
Quiz	10
Assignment	5
Attendance	5
<b>Total</b>	<b>100</b>

**Continuous Internal Assessment Component (CIA)**

**Passing Minimum: 40% out of 100**

**Internal Question Pattern**

**Part - A**

10 Questions × 1Mark = 10 Marks

**Part - B**

2 Questions × 5 Marks = 10 Marks  
(Internal Choice)

**Part - C**

2 Questions × 10 Marks = 20 Marks (2 Questions out of 3)  
(Open Choice and atleast one Question from allotted Units)

**பொதுத்தமிழ் - காப்பிய இலக்கியம்**

பருவம்: மூன்று

நேரம்: 6

குறியீடு: 20GT3GS03

புள்ளி: 3

**COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	காப்பிய இலக்கியங்களின் சிறப்புக்களை அறிந்து கொள்வர்.	PSO - 1, PSO - 2	புரிதல், அறிவு
CO - 2	ஐம்பெரும் காப்பியங்கள், பிறகாப்பியங்களின் பக்திச்சிறப்புக்களை உணர்ந்து கொள்வர்.	PSO - 1, PSO - 2	புரிதல்
CO - 3	அகப்புற இலக்கியச் செய்திகளை அறிந்து கொள்வர்.	PSO - 1, PSO - 2	அறிவு
CO - 4	வணிகச் செய்திகளைத் தெரிந்து கொள்வர்.	PSO - 2	புரிதல், பயன்படுத்துதல்
CO - 5	தமிழிலக்கியத்தில் காணலாகும் அறவியல், அறிவியல் செய்திகளைத் தெரிந்து கொள்வர்.	PSO - 2	அறிவு

**RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

Semester: III		பொதுத்தமிழ் - காப்பிய இலக்கியம்										Hours: 6
Code : 20GT3GS03												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	3	3	4	3	3	3	3	2	5	3	3.18
CO - 2	3	3	3	3	3	4	3	3	2	5	3	3.18
CO - 3	3	3	3	3	3	4	3	3	3	3	4	3.18
CO - 4	3	2	3	3	3	3	5	2	2	3	3	3.27
CO - 5	3	3	3	3	3	3	3	5	2	2	3	3
<b>Overall Mean Score</b>												<b>3.16</b>

**Result:** The score for this course is **3.16** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## அலகு 1

- சிலப்பதிகாரம் - புகார்க்காண்டம் - வேனில் காதை  
மணிமேகலை - சிறைக்கோட்டம் அறக்கோட்டம் ஆக்கிய காதை  
வளையாபதி - 3 முதல் 12 பாடல்கள்

## அலகு 2

- தேம்பாவணி - எசித்து சேர்படலம் - முதல் 15 பாடல்கள் மட்டும்  
சீறாப்புராணம் - சாபீர் கடன்றீர்த்த படலம் - (23 பாடல்கள்)

## அலகு 3

- பொருளிலக்கணம் - அகத்திணை, புறத்திணை  
இலக்கிய வரலாறு - காப்பியம் தொடர்பான இலக்கிய வரலாறு

## அலகு 4

- வணிகத் தமிழ் - சங்க இலக்கியங்கள் உணர்த்தும் வணிகச் செய்திகள்  
பக். 75 - 84  
வணிகக் கலைச் சொல்லாக்கம் - 50 சொற்கள்

## அலகு 5

- அறிவியல் தமிழ் - தமிழில் அறிவியல் - பக். 27 - 40

## பாட நூல்கள்

1. தமிழ்த்துறை வெளியீடு - ஜெயராஜ் அன்னபாக்கியம் மகளிர் தன்னாட்சிக் கல்லூரி,  
பெரியகுளம்.
2. கி. இராசா - தமிழ் இலக்கிய வரலாறு  
நியூ செஞ்சுரி புக் ஹவுஸ் (பி) லிட்,  
அம்பத்தூர், சென்னை - 98  
இரண்டாம் பதிப்பு - 2019.

## பார்வை நூல்கள்

1. பா. சரவணன் - சிலப்பதிகாரம், சந்தியா பதிப்பகம், சென்னை. 8  
2 ஆம் பதிப்பு - ஜனவரி - 1997.
2. இராம - லட்சுமணன் - மணிமேகலை, உமா பதிப்பகம், சென்னை 1  
2 - ஆம் பதிப்பு - 1998.
3. முனைவர் கமலாமுருகன் - வளையாபதி குண்டலகேசி மூலமும் உரையும்  
சாரதா பதிப்பகம்,  
சென்னை - 600 014.
4. போரா ந.ம.மரிய அருட்பிரகாசம் (தொ.ஆ) - தேம்பாவணி  
மாவிசா அச்சகம், கே. புதூர்,  
மதுரை.
5. செய்குதம்பி பாவலர் - சீறாப்புராணம், யூனிவர்சல் பிரிண்டர்ஸ்,  
வடக்கு உஸ்மான்சாலை, சென்னை  
டிசம்பர் - 2014

6. முனைவர் ச. திருஞான சம்பந்தம் - யாப்பருங்கலக்காரிகை, கதிர் பதிப்பகம், திருவையாறு, முதற் பதிப்பு - 2007
7. எம். ஆர். அடைக்கலசாமி - இலக்கிய வரலாறு, ராசி பதிப்பகம், சென்னை. முதற்பதிப்பு. 1960
8. மணவை முஸ்தபா - காலம் தேடும் தமிழ், மீரா பதிப்பகம், சென்னை - 40. 1993
9. முனைவர். பொ. மா. பழனிச்சாமி - இலக்கியக் கதிர் நியூ செஞ்சுரி பக்ஹவுஸ் சென்னை - 40. முதற்பதிப்பு - 2010
10. நாராயண வேலுப் பிள்ளை - உரைநடைத் தமிழ், ஐம்பெருங் காப்பியங்கள், நர்மதா பதிப்பகம், சென்னை - 108. ஆறாம் பதிப்பு - 2003

## MODERN BANKING

Semester: III

Hours: 5

Code : 20CC3MC05

Credits: 5

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Acquire knowledge on various dimensions in banking in day to day operations.	PSO - 2	K
CO-2	Understand the classification of banks.	PSO - 2	K
CO-3	Acquire knowledge on different banking systems.	PSO - 2 & PSO - 4	An
CO-4	Comprehend the knowledge about the recent trends in banking.	PSO - 2	Ap
CO-5	Apply theoretical knowledge on banking in real life situations.	PSO - 1	C

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: III		MODERN BANKING										Hours: 5
Code : 20CC3MC05												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	2	3	3	2	5	3	2	5	2	3	3	3
CO-2	3	2	3	4	5	3	2	5	3	3	2	3.18
CO-3	2	3	3	2	5	3	3	5	3	5	2	3.27
CO-4	3	2	3	3	5	3	2	5	3	3	2	3.09
CO-5	5	2	3	3	3	2	5	3	3	2	2	3
<b>Overall Mean Score</b>												<b>3.10</b>

**Result:** The score for this course is **3.10** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I**

Banking -Meaning -Definition -Classification of Banks -Banking System in India - Reserve Bank -Functions -Agricultural Credit -Industrial Finance. **(15 Hours)**

## **UNIT II**

Commercial Bank -Banker and Customer Relationship -Types of Bank Customers - Loans and Advances: Principles of Sound Lending - Secured and Unsecured Advances -Forms of Advances. **(15 Hours)**

## **UNIT III**

Negotiable Instruments -Types -Cheques - Features - Crossing - Types of Crossing -Endorsement -Kinds of Endorsement. **(15 Hours)**

## **UNIT IV**

Subsidiary Services: Agency Services - Miscellaneous Services: Letter of Credit - Traveler's cheques - Merchant Banking - Dealing in Foreign Exchange Business - Lease Finance - Factoring -Housing Finance - Underwriting of Securities - Gift Cheques - Consultancy Service -Latest Trend in Banking Services. **(15 Hours)**

## **UNIT V**

E-Banking - Meaning - Traditional Vs E-Banking - Facets of E-Banking - Electronic Delivery Channels - Mobile Banking & Net Banking - Models of E-Banking - Advantages of E-Banking - Constraints in E-Banking - Security Measures-Note and coin counting devices-online enquiry and update facilities, PIN and their use in conjunction with magnetic cards of both debit and credit cards. **(15 Hours)**

## **COURSE BOOK:**

- E. Gorden and K. Natarajan, Banking Theory, Law & Practice, Himalaya Publishing House, 2017.

## **BOOKS FOR REFERENCE:**

1. Dr. A. Rama & A. Aruna Devi, Banking Technology, New Century Book House Private Limited, New Delhi, 2011.
2. K.P.M. Sundaram & P.N. Varshney, Banking Theory Law & Practices, Sultan Chand & Sons Educational Publishers, New Delhi, 2010.
3. D. Muraleedharan, Modern Banking Theory and Practice, PHL Learning Private Limited, New Delhi, 2014.
4. S. N. Maheshwari & S.K. Maheshwari, Banking Law and Practice, Kalyani Publishers, New Delhi, 2014.

## VISUAL PROGRAMMING

Semester: III

Hours: 2

Code : 20CC3MC06

Credits: 2

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Design, create, build and debug visual basic application.	PSO - 3	K
CO - 2	Explore visual basic Integrated Development Environment(IDE).	PSO - 3	Ap
CO - 3	Develop skills in windows applications using forms, controls and events.	PSO - 3	K
CO - 4	Understand the connectivity between VB and Database.	PSO - 3	K
CO - 5	Develop knowledge in application projects.	PSO - 3	Ap

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: III		VISUAL PROGRAMMING										Hours: 2
Code : 20CC3MC06												Credits: 2
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	4	4	3	3	5	3	2	4	5	4	2	3.55
CO-2	3	3	3	3	3	3	2	4	5	4	2	3.18
CO-3	4	3	3	3	3	3	2	4	5	4	2	3.27
CO-4	2	2	2	2	5	2	2	4	5	4	2	2.91
CO-5	2	2	2	2	5	2	2	4	5	4	2	2.91
<b>Overall Mean Score</b>											<b>2.64</b>	

**Result:** The Score for this course is **2.64** (Moderate Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I**

Introduction to Visual Basic 6.0-Advantages of VB-starting VB. Integrated Development Environment-Menu bar-Toolbar-Toolbox-Properties window-Project Explorer window-Coding Environment-Compiling the Program.

**(6 Hours)**

## **UNIT II**

Controls - textbox - label button - frames - image box - picture box - difference between option button & check box - list box - combo box - timer control.

**(6 Hours)**

## **UNIT III**

VB Components - Rich Text box - Common Dialog control - calendar control - slider - progress bar - status bar.

**(6 Hours)**

## **UNIT IV**

Designing user Interfaces-Menus-Toolbars & Tab strips .

**(6 Hours)**

## **UNIT V**

Connecting to Databases - DAO, RDO, ADO - generating Reports.

**(6 Hours)**

## **COURSE BOOK:**

- The Complete reference Visual Basic 6 by Neol Jereke, Tata MC-Hill Publications New Delhi, 2001.

## **BOOKS FOR REFERENCE:**

1. Visual Basic Projects by GaGawSahoo, First Edition-2002.
2. Visual Basic in easy steps, By Mike McGrath, 3rd edition.
3. Beginning Visual Basic: A Step by Step Computer Programming Tutorial, Book by Lou Tylee and Philip Conrod, 15th Edition - 2015.

## **ONLINE REFERENCES:**

1. <https://www.thecodingguys.net/tutorials/visualbasic>
2. <https://www.vbtutor.net/>
3. <https://www.tutlane.com/tutorial/visual-basic>



## VISUAL PROGRAMMING - LAB

Semester: III

Hours: 2

Code : 20CC3CP03

Credits: 1

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Design, create, build, and debug Visual Basic applications.	PSO - 4	Ap
CO - 2	Apply arithmetic operations for displaying numeric output.	PSO - 4	Ap
CO - 3	Write Windows applications using forms, controls, and events.	PSO - 4	Ap
CO - 4	Apply one and two dimensional arrays for calculating, and displaying of data	PSO - 4	Ap
CO - 5	Develop the program with database using DAO, ADO and visual data manager.	PSO - 4	Ap

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: III		VISUAL PROGRAMMING - LAB										Hours: 2
Code : 20CC3CP03												Credits: 1
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	4	4	3	3	5	3	2	4	4	5	3	3.64
CO-2	2	2	2	2	4	2	2	4	4	5	3	2.91
CO-3	2	3	3	3	3	3	2	4	4	5	3	3.18
CO-4	2	3	3	3	3	3	2	4	4	5	3	3.18
CO-5	4	3	2	4	5	3	2	4	4	5	3	3.55
<b>Overall Mean Score</b>											<b>2.74</b>	

**Result:** The Score for this course is **2.74** (Moderate Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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1. Simple Arithmetic Operators(+,-,\*,/) Using text command boxes.
2. Design a Form with Text Box, Labels and Command Button to display your Bio-data
3. Designing in calculator.
4. Design a Form to display the list of products by using list box control.
5. Design a form for a Food Menu that is available in hotel using option buttons (Radio/Check Box).
6. Design a Chelan of a Indian Bank to pay amount in your account.
7. Design a form to display the Tally Editor using Menus and Tabs. Design the Sub menus also.
8. Design a text editor using Rich Text Box.
9. Manipulation of string and data functions.
10. Create a Magic square in Visual basic Programming.
11. Create a Number Puzzle and Picture Puzzle.
12. Design a Super market Bill to display the Sales Invoice, and create Data Base using Data control, Option Button, Check Box, Date picker etc.
13. Design the Form to create a database for 10 customers using DAO control.
14. Design a Form to display the inventory control records using data object.
15. Design an Employee Payroll using ADO control

## STATISTICAL METHODS

Semester: III

Hours: 5

Code : 20CC3AC03

Credits: 4

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand the basic concepts and statistical methods.	PSO - 2	K
CO -2	Apply statistical methods like measures of central tendency and dispersion.	PSO - 2	Ap
CO -3	Develop knowledge and skills in theoretical, computational and application oriented statistics.	PSO - 4	An
CO-4	Prepare report after summarizing and interpret data.	PSO - 2	U
CO -5	Apply statistical methods for solving practical problems.	PSO - 2	C

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: III		STATISTICAL METHODS										Hours: 5
Code : 20CC3AC03												Credits: 4
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	3	4	3	3	5	4	4	5	4	4	3	3.81
CO-2	3	4	3	3	5	4	3	5	4	4	3	3.72
CO-3	3	4	4	3	5	4	3	3	3	5	3	3.63
CO-4	3	3	3	3	5	4	4	5	3	4	3	3.63
CO-5	3	3	3	4	5	3	3	5	3	4	3	3.54
<b>Overall Mean Score</b>											<b>3.67</b>	

**Result:** The score for this course is **3.67** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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### **UNIT I**

Meaning and definition of statistics - Importance - Functions - Limitations - Statistical survey and collection of data - Sampling designs - Classifications - Tabulations - Diagrams - Graphic representation **(15 Hours)**

### **UNIT II**

Measures of Central tendency - Meaning - Mean - Median - Mode - Geometric Mean - Harmonic mean - Correction of wrong arithmetic mean - Combining mean of two or more distributions. **(15 Hours)**

### **UNIT III**

Measures of dispersion and variability - Skewness, Kurtosis and moments. **(15 Hours)**

### **UNIT IV**

Correlation and Regression analysis - Co-efficient of correlation and causation - Types - Methods - Methods of regression analysis. (simple correlation and simple regression only) **(15 Hours)**

### **UNIT V**

Time Series -Measurement of trend - Measurement of seasonal variations - Methods of simple average only - Association of attributes - Association and independence - Methods of studying association - Co-efficient of colligation. **(15 Hours)**

### **COURSE BOOK:**

Dr. M. Manoharan, Statistical Methods, Palani Paramount Publications, Palani, 2014.

### **BOOKS FOR REFERENCE:**

1. R.S.N. Pillai & Bagavathi, Statistical Theory and Practice, S. Chand & Company Ltd, New Delhi, 2012.
2. K. Alagar, Business Statistics, Tata McGraw Hill Private Ltd, New Delhi, 2011.
3. S.P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi, 2010.
4. Dr. M. Wilson, Business Statistics, Himalaya Publishing House, New Delhi, 2012.

**Note: Part - A Multiple Choice Questions; Part-C Problems**

## M - COMMERCE

Semester: III

Hours: 4

Code : 20CC3DE1A

Credits: 3

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Able to apply E - commerce principles in market place.	PSO - 3	K
CO - 2	Able to apply M - commerce principles to various business domains	PSO - 3	K
CO - 3	Get an exposure to current technological advancements in M-commerce.	PSO - 4	K & Ap
CO - 4	Understand the theory and applications of M-commerce in business domain	PSO - 4	C
CO - 5	Be aware of the ethical, social, and security issues of Mobile Commerce	PSO - 2	K

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: III		M - COMMERCE										Hours: 4
Code : 20CC3DE1A												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	3	3	3	3	3	4	3	5	4	4	3.64
CO-2	5	3	3	3	3	3	4	3	5	4	4	3.64
CO-3	3	3	5	3	3	3	3	3	4	5	2	3.36
CO-4	3	3	3	5	3	3	3	3	3	5	3	3.36
CO-5	4	4	4	4	4	4	2	5	3	3	3	3.64
<b>Overall Mean Score</b>											<b>2.94</b>	

**Result:** The Score for this course is **2.94** (Moderate Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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### **UNIT I: ELECTRONIC COMMERCE**

Meaning and concept of E-commerce- Different types of E-commerce- B2B, B2C, C2C, B2E, G2C- Traditional commerce and E-commerce - Internet and WWW- Value Chain in E-business - Advantages and disadvantages of E-commerce.

**(12 Hours)**

### **UNIT II: MOBILE COMMERCE**

Introduction - Infrastructure of M-Commerce - Types of Mobile Commerce Services - Technologies of Wireless Business - Benefits and Limitations, Support, Mobile Marketing & Advertisement, Non- Internet Applications In M-Commerce - Wireless/Wired Commerce Comparisons.

**(12 Hours)**

### **UNIT III: MOBILE COMMERCE TECHNOLOGIES**

A Framework For The Study Of Mobile Commerce - NTT Docomo's I-Mode - Wireless Devices for Mobile Commerce - Towards a Classification Framework for Mobile Location Based Services -The Impact Of Technology Advances On Strategy Formulation In Mobile Communications Networks.

**(12 Hours)**

### **UNIT IV: MOBILE COMMERCE APPLICATIONS**

Mobile financial services- Mobile advertising -Mobile inventory management - Mobile product location and shopping- Mobile business services- Mobile entertainment- Mobile distance education -Mobile information access.

**(12 Hours)**

### **UNIT V: M-COMMERCE TRUST, SECURITY AND PAYMENT**

Trust in m-commerce - Encryption - Authentication, Confidentiality, Integrity and Non-Repudiation - Mobile payment.

**(12 Hours)**

### **COURSE BOOKS:**

- E.Brian Mennecke, J.Troy Strader, "Mobile Commerce: Technology, Theory and Applications", Idea Group Inc., IIR press, 2003.
- Ravi Kalakota, B.Andrew Whinston, "Frontiers of Electronic Commerce", Pearson Education, 2003.

### **BOOKS FOR REFERENCE:**

1. P. J. Louis, "M-Commerce Crash Course", McGraw- Hill Companies February 2001.
2. Paul May, "Mobile Commerce: Opportunities, Applications, and Technologies Of Wireless Business" Cambridge University Press March 2001.
3. Course Web Site: <http://online.sfsu.edu/~rnick/dauphine> Course

## DATA MINING

Semester: III

Hours: 4

Code : 20CC3DE1B

Credits: 3

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Identify the concept Database technology and need for Data Mining and primitives to integrate a data mining systems	PSO - 3	K
CO - 2	Apply preprocessing statistical methods for any given raw data.	PSO - 3	Ap
CO - 3	Select and apply proper data mining to build analytical applications.	PSO - 3	Ap
CO - 4	Evaluate interesting patterns from large amount of data to analyze and extract the required output quickly.	PSO - 3	C
CO - 5	Characterize and discriminate the cluster analysis.	PSO - 3	K

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: III		DATA MINING										Hours: 4
Code : 20CC3DE1B												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	3	2	2	2	4	3	3	3	5	3	2	2.91
CO-2	3	2	2	2	4	3	2	3	5	4	3	3
CO-3	3	2	2	2	4	3	3	4	5	3	3	3.09
CO-4	3	2	2	2	4	3	4	4	5	2	3	3.09
CO-5	3	2	2	2	4	3	2	3	5	3	3	2.91
<b>Overall Mean Score</b>												<b>3</b>

**Result:** The Score for this course is 3 (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I: INTRODUCTION**

What is Data Mining? - Data Mining - On What Kind of Data? - Data Mining Functionalities - What Kinds of Patterns Can Be Mined? - Are All of the Patterns Interesting? - Classification of Data Mining Systems - Data Mining Task Primitives - Integration of a Data Mining System with a Database or Data Warehouse System - Major Issues in Data Mining. **(12 Hours)**

## **UNIT II: DATA PREPROCESSING**

Why Preprocess the Data? Descriptive Data Summarization - Data Cleaning - Data Integration and Transformation - Data Reduction - Data Discretization and Concept Hierarchy Generation. **(12 Hours)**

## **UNIT III: FREQUENT PATTERNS, ASSOCIATIONS AND CORRELATIONS**

Basic concepts and a Road Map - Efficient and scalable Frequent Item set Mining Methods - Mining various kinds of Association Rules - From Association Mining to Correlation Analysis - Constraint - Based Association Mining. **(12 Hours)**

## **UNIT IV: CLASSIFICATION AND PREDICTION**

What Is Classification and Prediction? - Issues Regarding Classification by Decision Tree Induction - Rule-Based Classification - Classification by Back Propagation - Prediction. **(12 Hours)**

## **UNIT V: CLUSTER ANALYSIS**

What is Cluster Analysis? - Types of Data in Cluster Analysis - A Categorization of Major Clustering Methods - Partitioning Methods - Hierarchical Methods - Density - Based Methods - Outlier Analysis. **(12 Hours)**

## **COURSE BOOK:**

- Jiawei Han and Micheline Kamber, **Data Mining Concepts and Techniques**, Elsevier India Pvt. Ltd., Second Edition, 2008.  
**Chapters** -1, 2, 5, 6.1 - 6.3, 6.5, 6.6, 6.11, 7.1 - 7.6, 7.11.

## **BOOKS FOR REFERENCE:**

1. G.K Gupta, **Introduction to Data Mining with Case Studies**, Prentice-Hall of India, Pvt. Ltd., First Edition, 2006.
2. David Hand, **Principles of Data Mining**, Prentice-Hall of India Pvt. Ltd., First Edition, 2007.



## COMPUTER ARCHITECTURE AND ORGANIZATION

Semester: III

Hours: 4

Code : 20CC3DE1C

Credits: 3

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Identify various components of computer and their interconnection	PSO - 3	K
CO - 2	Understand basic computer arithmetic operations.	PSO - 3	K
CO - 3	Identify basic components and design of the CPU.	PSO - 3	K & Ap
CO - 4	Compare and select various Memory devices as per requirement.	PSO - 3	An & Sy
CO - 5	Analysis the performance of various secondary memories.	PSO - 3	An & Sy

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: III		COMPUTER ARCHITECTURE AND ORGANIZATION										Hours: 4
Code : 20CC3DE1C												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	4	5	3	5	3	4	5	5	3	3	3.91
CO - 2	3	4	5	3	5	3	4	5	5	3	3	3.91
CO - 3	3	4	5	3	5	3	4	5	5	3	3	3.91
CO - 4	3	4	5	3	5	3	4	5	5	3	3	3.91
CO - 5	3	4	5	3	5	3	4	5	5	3	3	3.91
<b>Overall Mean Score</b>											<b>3.91</b>	

**Result:** The score for this course is **3.91** (High Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I: COMPUTER EVOLUTION**

Classification of Computer - Designing for performance - Structure of a Computer System - Arithmetic Logic Unit - Control Unit - Bus Structure.

**(12 Hours)**

## **UNIT II: COMPUTER ARITHMETIC**

Addition and Subtraction - Multiplication and Division algorithms - Floating point - Arithmetic Operations - Decimal arithmetic operations.

**(12 Hours)**

## **UNIT III: CENTRAL PROCESSING UNIT AND INSTRUCTIONS**

Instruction Characteristics - CPU with Single BUS - Types of Operands - Types of Operations - Addressing Modes.

**(12 Hours)**

## **UNIT IV: MEMORY ORGANIZATION**

Characteristics of Memory Systems - Main Memory - Types of Random - Access Memory - ROM - Organization - Static and dynamic memories.

**(12 Hours)**

## **UNIT V: SECONDARY MEMORY**

Magnetic Disk - Tape - Hard Disk - Compact Disk (CD) - Pen drive.

**(12 Hours)**

## **COURSE BOOKS:**

1. M. Moris Mano (2006), Computer System Architecture, 3rd edition, Pearson/PHI, India.

## **BOOKS FOR REFERENCE:**

1. Carl Hamacher, Zvonks Vranesic, SafeaZaky (2002), Computer Organization, 5th edition, McGraw Hill, New Delhi, India.
2. William Stallings (2010), Computer Organization and Architecture- designing for performance, 8th edition, Prentice Hall, New Jersey.
3. Anrew S. Tanenbaum (2006), Structured Computer Organization, 5th edition, Pearson Education Inc,
4. John P. Hayes (1998), Computer Architecture and Organization, 3rd edition, Tata McGrawHill.

## **WEB REFERENCES:**

1. <https://www.sciencedirect.com/topics/computer-science/computer-architecture>
2. <https://www.geeksforgeeks.org/computer-organization-and-architecture-tutorials>.

**பொதுத்தமிழ் - பழந்தமிழ் இலக்கியம்**

பருவம்: நான்கு

நேரம்: 6

குறியீடு: 20GT 4GS04

புள்ளி: 3

**COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	பழந்தமிழ் இலக்கிய வளங்களை அறிந்து கொள்வர்.	PSO - 2	அறிவு
CO - 2	பழந்தமிழ் இலக்கியங்களின் சமூகநிலையைப் புரிந்து கொள்வர்.	PSO - 2	புரிதல், அறிவு
CO - 3	பழந்தமிழ் இலக்கியத்தின் தனித்தன்மையை அறிந்து கொள்வர்.	PSO - 2	அறிவு
CO - 4	பழந்தமிழ் இலக்கியத்தில் காணப்படும் நயங்களைத் தெரிந்து கொள்வர்.	PSO - 2	புரிதல்
CO - 5	பழந்தமிழ் இலக்கிய ஆசிரியர்களை அடையாளம் காண்பர்.	PSO - 2	பயன்படுத்துதல்

**RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

Semester: IV		பொதுத்தமிழ் - பழந்தமிழ் இலக்கியம்										Hours: 6
Code : 20GT 4GS04												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	3	3	3	3	4	3	3	3	3	3	3.09
CO - 2	3	3	3	4	3	4	4	3	3	4	2	3.27
CO - 3	3	3	3	3	3	3	3	3	3	3	4	3.09
CO - 4	3	4	3	3	3	3	3	3	3	3	3	3.09
CO - 5	3	3	3	3	3	3	3	3	3	3	3	3.00
<b>Overall Mean Score</b>											<b>3.10</b>	

**Result:** The score for this course is **3.10** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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**அலகு 1: சங்க இலக்கியங்கள் - எட்டுத்தொகை**

**1. நற்றிணை (2 பாடல்கள்)**

“கேளாய், எல்ல தோழி...” (குறிஞ்சி: பாடல் - 61)

“பிரசம் கலந்த வெண் சுவைத் தீம்பால்...” (பாலை: பாடல் - 110)

**2. குறுந்தொகை (5 பாடல்கள்)**

“நெய்கனி குறும்பூழ்க்.....” (குறிஞ்சி: பாடல் - 389)

“ஊருண் கேணி.....” (மருதம்: பாடல் - 399)

“நசைபெரி துடையர்.....” (பாலை: பாடல் - 37)

“பூவிடைப் படினும் யாண்டு.....” (நெய்தல்: பாடல் - 57)

“மழைவிளை யாடும் .....” (முல்லை: பாடல் - 108)

**3. கலித்தொகை (1 பாடல்)**

“உண்கடன் வழிமொழிந்து இரங்குங்கால்.....” - பாலைக்கலி - தோழிக்கூற்று

**4. அகநானூறு (2 பாடல்கள்)**

“வான் கடற் பரப்பில் தூவற்கு எதிரிய.....” (நெய்தல்: பாடல் - 10)

“யாயே கண்ணினும் கடுங் காதலே! .....” (குறிஞ்சி: பாடல் - 12)

**5. புறநானூறு (2 பாடல்கள்)**

“அரிமயிர்த் திரள் முன்கை.....” (பாடல்: 11)

“பாணர் தாமரை மலையவும், புலவர்.....” (பாடல்: 12)

**அலகு 2: பத்துப்பாட்டு**

நெடுநல்வாடை முழுவதும்

**அலகு 3: நீதி நூல்கள்**

1. திருக்குறள் : அறத்துப்பால் - செய்நன்றி அறிதல் - ஈகை

2. நாலடியார் : பொருட்பால்

கல்வி - “குஞ்சி யழகும்...” முதல் “அலகுசால் கற்பின் ---” வரை (10 பாடல்கள்)

அறிவுடைமை - “பகைவர் பணிவிடம்...” முதல் “கருமமு முட்படா --” வரை (10 பாடல்கள்)

**அலகு 4: இலக்கணம்**

வல்லெழுத்து மிகும் இடம், மிகா இடம்

**அலகு 5: இலக்கிய வரலாறு**

சங்க காலம், சங்கம் மருவிய காலம் தொடர்பான இலக்கிய வரலாறு.

**பாடநூல் :**

1. தமிழ்த்துறை வெளியீடு - ஜெயராஜ் அன்னபாக்கியம் மகளிர் கல்லூரி. பெரியகுளம்.

2. கி. இராசா - தமிழ் இலக்கிய வரலாறு  
நியூ செஞ்சரி புக் ஹவுஸ் (பி) லிட்,  
அம்பத்தூர், சென்னை - 98  
இரண்டாம் பதிப்பு - 2019.

**பார்வை நூல்கள்:**

1. வ.த. இராமசுப்பிரமணியம் (உ.ஆ) - **நற்றிணை**  
திருமகள் நிலையம்,  
முதற் பதிப்பு - 2009.
2. புலவர் துரை இராசாராம் (உ.ஆ) - **குறுந்தொகை**  
திருமகள் நிலையம்,  
சென்னை. முதற் பதிப்பு 2008
3. முனைவர்.அ.விசுவநாதன் (உ.ஆ) - **கலித்தொகை**  
பாவையிரிண்டர்ஸ்,  
சென்னை - 2007.
4. வ.த.இராமசுப்பிரமணியம் (உ.ஆ) - **அகநானூறு**  
திருமகள் நிலையம், சென்னை  
முதற் பதிப்பு 2009.
5. வ.த.இராமசுப்பிரமணியம் (உ.ஆ) - **புறநானூறு**  
திருமகள் நிலையம், சென்னை.  
முதற் பதிப்பு 2008.
6. முனைவர்.இரா.மோகன் (உ.ஆ) - **பத்துப்பாட்டு (பகுதி - 2)**  
நியூ செஞ்சுரி புக் ஹவுஸ்,  
சென்னை - 98,  
முதற் பதிப்பு - 2007.
7. எஸ். கௌமாரீஸ்வரி (பதி.ஆ) - **திருக்குறள் பரிமேலழகர் உரை**  
சாரதா பதிப்பகம், சென்னை - 600 014,  
முதற்பதிப்பு - 2002.
8. எஸ். கௌமாரீஸ்வரி (பதி.ஆ) - **பதினெண்கீழ்க்கணக்கு நூல்கள்**  
சாரதா பதிப்பகம், சென்னை - 14,  
முதற்பதிப்பு - மார்ச் - 2009.

### FINANCIAL ACCOUNTING - III

Semester: IV

Hours: 5

Code : 20CC4MC07

Credits: 5

**COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Acquire thorough knowledge on accounting practice prevailing in partnership firms	PSO - 1	K
CO-2	Differentiate between fixed and fluctuating capital	PSO - 1	An
CO-3	Develop the understanding of valuation of goodwill by using different methods	PSO - 2	Ap
CO-4	Understand the situation under which a partnership firm can be dissolved	PSO - 2	U
CO-5	Develop the skill of calculation of deceased partner's share till the time of death	PSO - 2	Ap

#### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: IV		FINANCIAL ACCOUNTING - III										Hours: 5
Code : 20CC4MC07												Credits: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	3	3	3	3	2	5	3	3	3	2	3.18
CO-2	5	3	3	2	3	3	5	3	3	4	4	3.45
CO-3	3	4	3	2	5	3	3	5	4	3	3	3.45
CO-4	3	3	3	2	5	3	3	5	3	3	2	3.18
CO-5	3	3	3	3	5	2	3	5	2	2	3	3.09
<b>Overall Mean Score</b>												<b>3.27</b>

**Result:** The score for this course is **3.27** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I**

Partnership - Meaning - Partnership deed - Types of partners - Provision of partnership Act -Types of capital. **(15 Hours)**

## **UNIT II**

Admission of partner - Revaluation of assets and liabilities - Accumulated Profits and losses - Treatment and methods of valuation of goodwill - Sacrificing Ratio - Capital adjustment. **(15 Hours)**

## **UNIT III**

Retirement of a partner - Gaining ratio - Calculation of profit till the date of retirement - Death of a Partner - Settlement of amount due to legal representative - Life Policy accounts - Executors accounts. **(15 Hours)**

## **UNIT IV**

Dissolution of firm - Realisation account - Garner Vs murray case - Insolvency of all partners - Treatment of unrecorded assets and Liabilities - Piecemeal distribution of cash. Limited liability Partnership **(15 Hours)**

## **UNIT V**

Amalgamation of firms - Accounting procedure - Purchase consideration - Net Payment and Net asset method sale to Company. **(15 Hours)**

### **COURSE BOOK:**

- R.S. N.Pillai & Bagavathi, Advanced Accounting, S. Chand & Co Ltd., New Delhi, 2013.

### **BOOKS FOR REFERENCE:**

1. S.P. Jain and K.L. Narang, Financial Accounting, Kalayani Publishers; New Delhi, 2016.
2. R.L. Guptha & Radhaswamy, Advanced Accounting, Sultan Chand & Sons; New Delhi, 2015.
3. M.A. Arulanandham & K.S. Raman, Advanced accountancy, Himalaya Publishing House; New Delhi, 2009.
4. T.S. Reddy & Dr. E. Moorthy, Advanced Accountancy, Margham Publications, Chennai, 2011.

**Note: Part - A Multiple Choice Questions; Part - B & Part - C Only Problems.**

## PHP PROGRAMMING

Semester: IV

Hours: 2

Code : 20CC4MC08

Credits: 2

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Analyze the construction of a web page and relate how PHP and HTML combine to produce the web page.	PSO - 3	C & K
CO - 2	Formulate, design and create PHP control structures, including selection and iterative structures	PSO - 3	K & Ap
CO - 3	Discuss about concept of PHP built-in functions.	PSO - 3	K & Ap
CO - 4	Gain the knowledge How to receive and process form submission.	PSO - 3	K & Ap
CO - 5	Acquire knowledge about the basic functions of MySQL with PHP program and reading and writing cookies.	PSO - 3	K & Ap

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: IV		PHP PROGRAMMING										Hours: 2
Code : 20CC4MC08												Credits: 2
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	4	2	3	4	5	3	4	4	5	4	4	3.82
CO-2	4	2	3	4	5	3	4	4	5	4	4	3.82
CO-3	4	2	3	4	5	3	4	4	5	4	4	3.82
CO-4	4	2	3	4	5	3	4	4	5	4	4	3.82
CO-5	4	2	3	4	5	3	4	4	5	4	4	3.82
<b>Overall Mean Score</b>											<b>3.18</b>	

**Result:** The Score for this course is **3.18** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I**

Essential PHP: Mixing HTML and PHP- comments - variables. Operators and flow control: Assignment operators- incrementing and decrementing values-string, bitwise, execution operators, operator precedence-relational, logical operators - ternary operator. **(6 Hours)**

## **UNIT II**

Decision Making: if, if-else, elseif statement, switch statement, looping: for loops- while loops- do-while loops, for each loop, Strings and Arrays: Creating and accessing String - Formatting String - String Related Library function. Array: Numeric Array-Associative Array-Multidimensional Array. **(6 Hours)**

## **UNIT III**

Functions: What is a function Define a function Call by value and Call by reference Recursive function. **(6 Hours)**

## **UNIT IV**

Reading data in web pages: Setting up web pages to communicate with PHP- handling text field, text areas, check boxes, radio buttons, list boxes, password controls, hidden controls, image maps, file uploads, buttons. **(6 Hours)**

## **UNIT V**

Working with database- basic SQL commands- creating MySQL database-table- insert-delete-update table. Sessions, Cookies : Setting , reading, deleting cookies, simple email creation and Sending , Storing data in sessions. **(6 Hours)**

## **COURSE BOOKS:**

- Steven Holzner, “Php The Complete Reference”, McGraw-Hill Education February 2008
- Vikram Vaswani, “PHP: A Beginner's Guide”, McGraw-Hill Companies 2009.

## **BOOKS FOR REFERENCE:**

1. Luke Welling and Laura Thomson, “PHP and MySQL Web Development”, Addison Wesley, Fifth Edition
2. Kevin Tatroe, Peter MacIntyre & Rasmus Lerdorf Foreword by Michael Bourque, “Programming PHP: Creating Dynamic Web Pages”, O'Reilly, Third Edition
3. Alan Forbes, “**The Joy of PHP Programming: A Beginner's Guide to Programming Interactive Web Applications with PHP and MySQL**”, Plum Island, Fifth Edition

## **ONLINE REFERENCES**

1. <https://www.php.net/manual/en/index.php>
2. <https://www.w3schools.com/php/>

## PHP PROGRAMMING - LAB

Semester: IV

Hours: 2

Code : 20CC4CP04

Credits: 1

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Develop conditional statement in PHP Programming	PSO - 4	Ap
CO - 2	Comprehend to write looping statements and arrays	PSO - 4	Ap
CO - 3	Analyze and solve common Web application tasks by writing PHP programs	PSO - 4	Ap
CO - 4	Develop Database applications, Cookies in the web page.	PSO - 4	Ap
CO - 5	Gain knowledge about POST and GET in form submission.	PSO - 4	Ap

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: IV		PHP PROGRAMMING - LAB										Hours: 2
Code : 20CC4CP04												Credits: 1
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	4	2	3	5	5	3	3	3	4	5	3	3.64
CO-2	4	2	3	5	5	3	3	3	4	5	3	3.64
CO-3	4	2	3	5	5	3	3	3	4	5	3	3.64
CO-4	4	2	3	5	5	3	3	3	4	5	3	3.64
CO-5	4	2	3	5	5	3	3	3	4	5	3	3.64
<b>Overall Mean Score</b>											<b>3.03</b>	

**Result:** The Score for this course is **3.03** (High Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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1. Write a program in PHP to display date, month and year in a neat format.
2. Write a program in PHP to change background color based on day of the week using if else, else if statements and using arrays
3. Write a program in PHP to perform string functions
4. Write a simple program in PHP to check Prime number or not.
5. Write a simple program in PHP to manipulate array values.
6. Write a program in PHP for processing a simple form (use controls like checkbox, radio buttons and options).
7. Write a function in PHP to generate random password
8. Write a program in PHP for a simple POST and GET functions.
9. Write a program in PHP for setting and retrieving a cookie
10. Create a login page having user name and password. On clicking submit, a welcome message should be displayed if the user is already registered (i.e name present in the database) otherwise error message should be displayed.

## BUSINESS MATHEMATICS

Semester: IV

Hours: 5

Code : 20CC4AC04

Credits: 4

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Acquire knowledge and skills in business mathematics.	PSO - 2	K
CO-2	Apply knowledge and skills in solving business problems.	PSO - 2	Ap
CO-3	Compute interest for consumer credit in day today life.	PSO - 2	An
CO-4	Develop problem skills and enhance reasoning thinking skills.	PSO - 2	U
CO-5	Clear competitive exams like Banking and Insurance.	PSO - 5	C

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: IV		BUSINESS MATHEMATICS										Hours: 5
Code : 20CC4AC04												Credits: 4
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	3	3	4	3	5	2	3	5	3	2	3	3.27
CO-2	3	3	3	3	5	3	4	5	3	3	3	3.45
CO-3	3	3	2	2	5	4	3	5	3	3	4	3.36
CO-4	2	3	4	3	5	3	3	5	3	4	3	3.45
CO-5	3	3	3	5	3	3	3	2	3	2	5	3.18
<b>Overall Mean Score</b>											<b>3.34</b>	

**Result:** The score for this course is **3.34** (High Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I**

Theory of sets - Definition-Description of sets - Types of sets - Number of subsets of a set - Proper subsets - Equality of sets - Finite and infinite sets - Universal set - Venn diagram - Set operations - Laws of sets - De Morgan's law - Number of elements in a finite set. **(15 Hours)**

## **UNIT II**

Indices and surds - Definition - Laws of indices - Positive indices - Negative index - Zero and unity index - Fractional index - Classification of surds - Operation on similar surds - Conjugate surds - Square root of surd - (simple problems only) square root of trinomial quadratic surd - Logarithms - Functions - Common logarithms - Anti logarithms - Application of common logarithm. **(15 Hours)**

## **UNIT III**

Differential calculus (excluding trigonometric functions) - Rules - Sum rule product rule - Quotient rule - Functions of a function rule - (simple problems only) maxima and minima (single variable cases) - Methods of integral calculus - Rule - (excluding integration by parts or fractions) Simple problems only. **(15 Hours)**

## **UNIT IV**

Commercial arithmetic-Interest-simple, compound, nominal and effective rate, depreciation - Present value - Discounting of bills - Face value of bills - Banker's discount - Banker's gain - Normal due date - Legal due date - Calculation of period for banker's discount and true discount. **(15 Hours)**

## **UNIT V**

Matrices and determinants - Matrix - Meaning - Types of matrices - Addition - multiplication - Matrix inversion - Simultaneous linear equations - Rank of matrix - Testing consistency equations. **(15 Hours)**

### **COURSE BOOK:**

- Dr. M. Manoharan, & Elango Business Mathematics, Palani Paramount Publication, Palani, 2015.

### **BOOKS FOR REFERENCE:**

1. D.C. Sancheti & V.K. Kapoor, Business Mathematics, Sultan Chand & Sons, New Delhi, 2013.
2. Dr. S.P. Raja Gopalan, Dr. R. Sattanathan, Business Mathematics, Vijay Nicole Imprints Private Ltd., Chennai, 2015.
3. P.N. Arora, S. Arora, C.A. Foundation Course, Mathematics, S. Chand & Company Ltd., New Delhi, 2015.
4. V. Sundaresan & Jeya Seelan, An Introduction to Business Mathematics, S. Chand & Company Private Ltd, New Delhi, 2015.

**Note: Part - A Multiple Choice Questions; Part- B & Part- C Only Problems**

## ENTREPRENEURSHIP DEVELOPMENT

Semester: IV

Hours: 4

Code : 20CC4DE2A

Credits: 3

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Understand the concept of entrepreneurship.	PSO - 1	K
CO-2	Understand the systematic process to select and screen a business idea	PSO - 1	An
CO-3	Evaluate the effectiveness of different entrepreneurial development	PSO - 1	Ap
CO-4	Design strategies for successful implementation of project report	PSO - 2	An
CO-5	Identify the most recognized sources of potential funding and financing institutions	PSO - 1	An

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: IV		ENTREPRENEURSHIP DEVELOPMENT										Hours: 4
Code : 20CC4DE2A												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	4	3	3	3	2	5	4	3	3	3	3.45
CO-2	5	3	2	3	3	3	5	3	3	3	4	3.36
CO-3	5	3	3	3	3	3	5	4	3	3	3	3.45
CO-4	4	3	3	3	5	4	3	5	4	3	3	3.63
CO-5	5	3	4	3	3	3	5	4	3	3	3	3.54
<b>Overall Mean Score</b>											<b>3.49</b>	

**Result:** The score for this course is **3.49** (High Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I**

Entrepreneurship - Meaning - Characteristics of an Entrepreneur - Qualities of Entrepreneurs - Kinds of Entrepreneurs - Factors Affecting Growth of Entrepreneurship - Internal, External, Socio, Demographic, Political and Economic -Theories - Motivation Theories. **(12 Hours)**

## **UNIT II**

Business idea - Form of Ownership - Sole Proprietorship - Partnership - Private and Public limited company - Preparation of detail Project Report - Government Clearance. **(12 Hours)**

## **UNIT III**

Entrepreneurship Development Programme (EDP) - Objective - Phases of EDP - Institution for Entrepreneurship Development - Selection and Training- Women Entrepreneurship - Problems of Women Entrepreneurship. **(12 Hours)**

## **UNIT IV**

Project identification - Meaning of Project - Classification - Sources of Project Ideas -Project Formulation - Project Report - Meaning - Contents - Types - Steps in Preparation - Qualities of a good Report. **(12 Hours)**

## **UNIT V**

Institutional support to Entrepreneurs - Institutions at National Level - Industry Associations - Industry Related Research Institutions- Specialised Training Institutes - Institutions at Tamil Nadu - SFCs - SIDBI - Commercial Banks. **(12 Hours)**

## **COURSE BOOK:**

- E. Gordon, K.Natarajan, "Entrepreneurship Development" Himalaya Publishing House, 2017.

## **BOOKS FOR REFERENCES:**

1. Khanka S.S., "Entrepreneurial Development", S. Chand & Co. Ltd. Ram Nagar New Delhi, 2013.
2. Desai Vasant, "Entrepreneurial Development and Management", Himalaya Publishing House, New Delhi, 2011.
3. Dr. Satish Taneja, "Entrepreneur Development" Himalaya Publishing House, New Delhi, 2011.
4. Jayshree Suresh" Entrepreneurial Development", Margham Publishers, Chennai, 2013

## E-COMMERCE

**Semester: IV**

**Code : 20CC4DE2B**

**COURSE OUTCOMES:**

**Hours: 4**

**Credits: 3**

CO. NO	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Identify the foundations and importance of E-Commerce.	PSO - 1	K
CO-2	To find out the ways and means of internet that helps the business to grow.	PSO - 4	C
CO-3	Analyze the impact of E - Commerce on business models and strategy.	PSO - 4	C
CO-4	Demonstrate and understand the concept of E-Payment systems.	PSO - 4	Ap
CO-5	Discuss the innovative use of the M-Commerce.	PSO - 4	C

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: IV		E-COMMERCE										Hours: 4
Code : 20CC4DE2B												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	3	2	2	3	4	3	5	4	3	4	4	3.36
CO-2	4	2	3	3	4	3	4	3	3	5	3	3.36
CO-3	4	2	3	3	4	3	4	4	4	5	3	3.55
CO-4	4	2	2	2	5	3	3	4	3	5	4	3.36
CO-5	5	2	2	2	4	3	4	3	4	5	3	3.36
<b>Overall Mean Score</b>											<b>3.4</b>	

**Result:** The Score for this course is **3.4** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I**

Introduction to Internet: Origin of Internet - Uses of Internet - Hardware and Software Requirements for Internet - Internet Addressing System - Internet Retrieval Tools - Facilities in Internet - Internet Terminology-WWW (World Wide Web) - Benefits of WWW - WWW and its Related Definitions- E-Mail. **(12 Hours)**

## **UNIT II**

Introduction to Electronic Commerce: Meaning and Definition of E-Commerce - Origin of E-commerce - Benefits of E-Commerce - Limitations of E-Commerce - Difference between Traditional Commerce and Electronic Commerce - Classifications of E-Commerce. **(12 Hours)**

## **UNIT III**

Elements of Electronic Commerce Framework: Network Infrastructure - Information and Distribution Technology - Networked Multimedia Content Publishing Technology - Security and Encryption - Payment Services - Business Services Infrastructure - Public Policy and Legal Infrastructure. **(12 Hours)**

## **UNIT IV**

Electronic Data Interchange (EDI): Definition of EDI - EDI Applications to Business - EDI: Legal, Security and Privacy Issues - EDI software implementation- Internal Information System- supply chain Management (SCM). **(12 Hours)**

## **UNIT V**

Electronic Payment System: Online Payment Basics - Types - Designing EPS - Payment cards (Credit, Debit and Charge Cards) - Electronic Cash - Electronic Wallets - Stored Value Cards. **(12 Hours)**

## **COURSE BOOK:**

- Abirami Devi K., Alagammai M., "E-Commerce", Margham Publications, 2012.

## **BOOKS FOR REFERENCE:**

1. Bharat Bhasker, "Electronic Commerce: Framework, Technologies and Applications", Tata McGraw-hill Publishing Company Limited, New Delhi, 2011
2. P.T. Joseph, "E. Commerce" PHI learning private Ltd., New Delhi - 2012
3. Manta bhusry, "E. Commerce" Firewall media New Delhi- 2014.

## BUSINESS ECONOMICS

Semester: IV

Hours: 4

Code : 20CC4DE2C

Credits: 3

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand the basic concepts of economics and principles.	PSO - 1	K
CO - 2	Acquire knowledge about demand analysis	PSO - 1	K & Ap
CO - 3	Acquire knowledge of the key factors of production.	PSO - 1	An & Sy
CO - 4	Learn the concept of pricing techniques	PSO - 5	K
CO - 5	Acquire basic knowledge of methods and measurement of national income.	PSO - 5	K & Ap

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: IV		BUSINESS ECONOMICS										Hours: 4
Code : 20CC4DE2C												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	2	3	3	3	3	5	5	2	2	2	3.18
CO - 2	4	2	4	4	3	2	5	5	2	1	2	3.09
CO - 3	5	2	3	3	2	2	4	4	2	2	2	2.81
CO - 4	4	2	3	4	3	5	5	5	2	2	3	3.45
CO - 5	5	2	3	3	2	3	4	4	2	1	2	2.82
<b>Overall Mean Score</b>											<b>3.07</b>	

**Result:** The score for this course is **3.07** (High Relationship)

#### Note:

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

#### Values Scaling:

$\text{Mean Score of Cos} = \frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	$\text{Mean Overall Score for Cos} = \frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I: NATURE AND SCOPE OF ECONOMICS**

Meaning and Definitions of economics, nature, scope, Uses and Limitations.

**(12 Hours)**

## **UNIT II: DEMAND ANALYSIS**

Meaning - Law of Demand and its determinants - Meaning, types and degrees of Elasticity - Measurement of price elasticity - Meaning - Factors involved in forecasting - Methods of forecasting - Criteria for good forecasting. **(12 Hours)**

## **UNIT III: PRODUCTION AND COSTS ANALYSIS**

Law of variable proportions - Law of returns to scale - Cost concepts - Cost-Output relationship - Economies and Diseconomies of scale. **(12 Hours)**

## **UNIT IV: PRICING TECHNIQUES**

Full - Cost pricing - Marginal Pricing - Target pricing - Peak - Load pricing - Going rate pricing - Cyclical pricing - Customary pricing - Product line pricing - skimming pricing - Penetrating pricing. **(12 Hours)**

## **UNIT V: NATIONAL INCOME AND ECONOMIC POLICIES**

National Income - components - Methods and Difficulties in the calculation of National Income - Monetary policy and Fiscal policy. **(12 Hours)**

### **COURSE BOOKS:**

1. S. Sankaran, (1991), Micro Economics, Margham Publications, Madras.
2. Ahuja H.L. (1996), Principles of Micro Economics, A New look at Economic Theory, S. Chand, New Delhi.

### **BOOKS FOR REFERENCE:**

1. Kennedy, Maria John M., (1999). Advanced Micro Economic Theory (Second Edition) Himalaya, Publishing House, New Delhi.
2. Stigler, G. (1996). Theory of Price (Fourth Edition) PrenticeHall of India, New Delhi.
3. Jhingan M. L., (1992). Micro Economic Theory, Konark, New Delhi.

## CORPORATE ACCOUNTING

Semester: V

Hours: 6

Code : 20CC5MC09

Credits: 6

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Acquire knowledge in corporate accounting and Indian accounting standards.	PSO - 1	K & C
CO-2	Develop problem solving skills required at professional level.	PSO - 2	K & Ap
CO-3	Prepare financial statement for private and public companies.	PSO - 2	Ap & An
CO-4	Prepare statement of accounts for various situations like amalgamation, absorption and liquidation.	PSO - 2	Ap & Sy
CO-5	Maintain accounts in the corporate sector.	PSO - 2	Ap & Sy

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: V		CORPORATE ACCOUNTING										Hours: 6
Code : 20CC5MC09												Credits: 6
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	3	4	3	3	3	5	4	3	3	3	3.54
CO-2	3	4	3	3	5	2	3	5	3	3	3	3.36
CO-3	3	3	3	3	5	3	3	5	3	3	3	3.36
CO-4	4	3	3	3	5	3	3	5	2	3	4	3.45
CO-5	3	3	4	3	5	3	4	5	2	3	3	3.45
<b>Overall Mean Score</b>											<b>3.43</b>	

**Result:** The score for this course is **3.43** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I**

Company accounts - Introduction - Shares - Accounting procedure for issue of shares at par, at discount and at premium - Pro - rata allotment - Forfeiture - Reissue of shares. **(18 Hours)**

## **UNIT II**

Issue of preference shares - Redemption of preference shares - Debentures - issue of debentures - Provision for redemption of debentures - Redemption - various methods of redemption - Ex interest and cum interest quotations - Own debentures. **(18 Hours)**

## **UNIT III**

Financial statements - Requirements and contents - Preparation of financial statements - Calculation of managerial remuneration - Profit prior to incorporation. **(18 Hours)**

## **UNIT IV**

Amalgamation - In the nature of merger - In the nature of purchase - Accounting aspects of AS - 14 - purchase consideration - Pooling of interests method - Purchase method - Absorption, internal reconstruction and external reconstruction of joint stock companies. (Simple problems only). **(18 Hours)**

## **UNIT V**

Liquidation of companies - Legal provisions - Statement of affairs and deficiency/surplus Account - liquidator's final statement of accounts. **(18 Hours)**

## **COURSE BOOK:**

- R. L. Gupta & Radhaswamy, Corporate accounting, Sultan Chand & Sons, New Delhi, 2014.

## **BOOKS FOR REFERENCE:**

1. M.C. Shukla & T.S Grewel, Advanced Accounts, S. Chand & Co Ltd.
2. M. A. Arulanandam & K.S. Raman, Advanced Accountancy, Himalaya Publishing House, New Delhi, 2009.
3. T.S. Reddy & A. Murthy, Corporate Accounting, Margham Publishing House, Chennai, 2015.
4. R.S.N. Pillai & Bagavathi, Advanced Accounting, S. Chand & Co Ltd, New Delhi, 2008.

**Note: Part - A Multiple Choice Questions; Part - B & Part - C Only Problems.**

## INCOME TAX

Semester: V

Hours: 6

Code : 20CC5MC10

Credits: 6

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Understand the current taxation procedure.	PSO - 1	K
CO-2	Develop sufficient confidence to solve practical questions in examinations.	PSO - 2	Ap
CO-3	Bridge gap between theory and application of provisions of Indian Income Tax.	PSO - 1	An
CO-4	Assess the income of different type of person who has income under different heads.	PSO - 2	Sy
CO-5	Become income tax assessor and get placement in Chartered Accountant offices.	PSO - 5	An & Sy

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: V		INCOME TAX										Hours: 6
Code : 20CC5MC10												Credits: 6
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	4	3	2	3	3	5	3	3	3	2	3.27
CO-2	4	3	3	3	5	3	4	5	3	3	3	3.54
CO-3	5	4	3	3	3	3	5	4	3	3	2	3.45
CO-4	3	3	3	3	5	4	3	5	3	4	3	3.63
CO-5	4	3	3	5	3	3	3	4	3	4	5	3.54
<b>Overall Mean Score</b>											<b>3.49</b>	

**Result:** The score for this course is **3.49** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I**

Basic concepts - Capital and revenue receipts and capital and revenue expenditure, determination of residential status -Residential status and incidence of tax- Exempted income under sec. 10 **(18 Hours)**

## **UNIT II**

Income from salary - Meaning and forms of salary - Forms and taxability of allowances - Forms, valuation and taxability of perquisites - Deductions from salary u/s 16 and u/s 80C- Computation of salary income. **(18 Hours)**

## **UNIT III**

Income from house property- Rent -Meaning and types - Types of house property- Taxability of income from let out property - Taxability of income from self-Occupied property- Tax treatment of unrealized rent- Arrears of rent- Vacancy allowance - Computation of income from house property. **(18 Hours)**

## **UNIT IV**

Income from business and profession -Basic principles for computing business income-Chargeable business incomes-deductions/allowances- Specific deductions under the Act, specific disallowances under the Act, permissible methods of valuation of closing stock-Computation of income from business or profession. **(18 Hours)**

## **UNIT V**

Capital Gains-Definition-Exceptions-Capital gains exempted from income tax- Transfer - cost of acquisition and cost of improvement- Long term and short term capital gains-Income from other sources - Computation of Income from other source. **(18 Hours)**

### **COURSE BOOK:**

- V.P Gaur and Narang, Income Tax Law and Practice, Kalyani Publishers, New Delhi, (current publication)

### **BOOKS FOR REFERENCE:**

1. Bagavathi Prasad, Income Tax Law and Practice, Vishwa Prakashan, New Delhi. (Latest Edition)
2. H.C. Mehrothra, Income Tax Law and Practice, Sahitya Bhavan Publications, Agra. (Latest Edition)
3. C.S. Kaushal Kumar Agrawal, Insight into Income tax, Atlantic Publishers and Distributors Pvt Ltd., New Delhi. (Latest Edition)
4. Vinod. K. Singhania, Students Guide to Income Tax, Taxman Publications Pvt. Ltd., New Delhi. (Latest Edition)

## MULTIMEDIA

Semester: V

Hours: 3

Code : 20CC5MC11

Credits: 3

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Identify the current and future issues related to multimedia technology.	PSO - 4	K
CO-2	Apply attributes of size and style to text to enhance documents.	PSO - 4	C
CO-3	Utilize the Digital Audio and Video Components.	PSO - 4	Ap
CO-4	Analyze the range of concepts, techniques and tools for creating and editing the interactive multimedia applications.	PSO - 4	K
CO-5	Assess both theoretical and practical aspects in designing multimedia systems.	PSO - 4	Ap

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: V		MULTIMEDIA										Hours: 3
Code : 20CC5MC11												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	4	2	2	3	5	3	3	3	3	5	4	3.36
CO-2	5	2	2	3	4	3	3	2	4	5	3	3.27
CO-3	4	2	4	3	4	3	4	4	3	5	4	3.64
CO-4	5	4	4	4	5	3	3	3	3	5	3	3.82
CO-5	5	4	4	4	5	3	4	3	4	5	3	4
<b>Overall Mean Score</b>											<b>3.62</b>	

**Result:** The Score for this course is **3.62** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos= $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I: INTRODUCTION**

Brief History of Multimedia - The Multimedia market - Content and Copyright - Resources for Multimedia Developers - Types of products - Evaluation - Computer Architecture - Computer Architecture Standards -Multimedia Computer Architecture. **(9 Hours)**

## **UNIT II: TEXT AND GRAPHICS**

Elements of Text - Text Data Files - Using Text in Multimedia Applications - Hypertext - Elements of Graphics - Images and Color Graphics File and Application Formats, Obtaining Images for Multimedia use - Using Graphics in Multimedia Applications. **(9 Hours)**

## **UNIT III: DIGITAL AUDIO & VIDEO**

Characteristics of Sound and Digital Audio - Digital Audio File Formats - Using Audio in Multimedia Applications - Background on Video - Characteristics of Digital Video - Digital Video Data Sizing - Video Capture and Playback systems - Computer Animation - Using Digital Video in Multimedia Applications. **(9 Hours)**

## **UNIT IV: PRODUCT DESIGN & AUTHORING TOOLS**

Building Block - Classes of Products - Content Organisational strategies - Storyboarding - Categories of Authoring Tools - Selecting the Right Authoring Paradigm. **(9 Hours)**

## **UNIT V: MULTIMEDIA AND INTERNET**

The Internet - HTML and Web Authoring - Multimedia Considerations for the Internet - Design Considerations for Web Pages. **(9 Hours)**

### **COURSE BOOK:**

- David Hilman, **Multimedia Technology and Applications**, Galgotia Publications Private Ltd., New Delhi, First Edition, 1998.

### **BOOKS FOR REFERENCE:**

1. Tay Vaughan, **Multimedia: Making it work** ,Tata McGraw - Hill Publishing Company Ltd., New Delhi, Fifth edition, 2001.
2. Ralf Steinmetz, Klara Nahrstedt, **Multimedia Computing Communications and Application**, Pearson Education Pvt. Ltd., Seventh Edition, 2001.
3. James, E Shuman, **Multimedia in Action**, Thomas Asia Pvt. Ltd., First Edition, 2002.

## MULTIMEDIA - LAB

Semester: V

Hours: 3

Code : 20CC5CP05

Credits: 2

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Work with image editing and graphic design features.	PSO - 4	Ap
CO-2	Use basic Photoshop skills and concepts to develop effective graphics for the print media.	PSO - 4	Ap
CO-3	Basic multimedia production using adobe flash.	PSO - 4	Ap
CO-4	Animation with both shape and motion tweening	PSO - 4	Ap
CO-5	Design and develop computer graphic videos	PSO - 4	Ap

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: V		MULTIMEDIA - LAB										Hours: 3
Code : 20CC5CP05												Credits: 2
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	4	2	3	3	4	3	3	3	3	5	4	3.36
CO-2	4	2	4	3	5	3	3	2	4	5	3	3.45
CO-3	4	2	5	5	5	4	4	4	3	5	4	4.09
CO-4	5	2	4	4	5	4	3	3	3	5	3	3.73
CO-5	5	2	5	4	5	3	4	3	4	5	3	3.91
<b>Overall Mean Score</b>											<b>3.71</b>	

**Result:** The Score for this course is **3.71** (High Relationship)

**Note:**

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

**Values Scaling:**

$\text{Mean Score of Cos} = \frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	$\text{Mean Overall Score for Cos} = \frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **PHOTOSHOP**

1. Design an image by cutting the objects from 3 files and organize them in a single file and apply feather effects.
2. Design an image by applying mirror effect.
3. Design an image by extracting flower only from given photographic image
4. Design an image by applying Text and Transform Tool.
5. Design an image by using patch or healing brush tool to remove damaged parts of an image.
6. Design an image by applying Color Balance to change the color of an image.
7. Design an image by applying Lightning effect Filter.
8. Design an image by applying Blending options to make a text effect.
9. Design an image by applying rainbow effect.
10. Design an image by applying text masking effect.
11. Design a college id card using any tools.
12. Design a banner for your college with images and text.
13. Design a visiting card for any shop.

## **FLASH**

1. Develop a Flash application to represent the growing moon using motion tween.
2. Develop a Flash application using shape tween.
3. Develop a Flash application for ball bouncing using motion guide path.
4. Develop a Flash application for masking effect.
5. Develop a Flash application for moving car.

## AUDITING

Semester: V

Code : 20CC5MC12

COURSE OUTCOMES:

Hours : 4

Credits: 3

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Acquire knowledge in auditing in the modern economy.	PSO - 1	K
CO-2	Assess the financial performance of company by valuing assets and liabilities.	PSO - 2	An
CO-3	Make audit planning, testing, and evaluation decision.	PSO - 2	Ap
CO-4	Audit an accounts with the help of auditing techniques.	PSO - 2 & PSO - 4	An
CO-5	Prepare an audit programme using software.	PSO - 4	Ap

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: V		AUDITING										Hours: 4
Code : 20CC5MC12												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	4	3	3	2	4	5	4	3	3	3	3.54
CO-2	4	3	3	2	5	3	4	5	4	3	3	3.54
CO-3	3	3	4	2	5	3	3	5	3	3	3	3.36
CO-4	3	3	4	3	5	3	2	5	4	5	4	3.72
CO-5	4	3	3	3	5	3	3	5	3	3	3	3.45
<b>Overall Mean Score</b>											<b>3.52</b>	

**Result:** The score for this course is **3.52** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I**

Origin of audit - Definition - Difference between book keeping, accountancy and auditing and investigation - Qualities of an auditor - Audit objectives and scope of audit- Internal audit and statutory audit - Kinds - Internal check - Internal audit - Audit notebook- Audit working papers - Audit programme. **(12 Hours)**

## **UNIT II**

Vouching - Meaning importance - Vouchers - Vouching of cash transactions - Teeming and lading method of frauds - Vouching of trading transactions. **(12 Hours)**

## **UNIT III**

Verification and valuation of assets and liabilities - Meaning of verification - Problems in valuation of assets - Valuation of assets in inflationary period - Fixed assets - Auditor's position as regards valuation of assets- Verification of liabilities - Share capital, trade creditors, bill payable, outstanding expenses and contingent liabilities. **(12 Hours)**

## **UNIT IV**

Audit of joint stock companies, qualification of an auditor - Disqualifications - appointment - Rotation of removal - Remuneration and expenses - Powers and duties - rights and powers - Status - Duties - Audit of share capital - Share transfer , unclaimed dividend- Auditor's report - Liabilities of an auditor under Companies Act under of Law of Agency - Liabilities of an third parties. **(12 Hours)**

## **UNIT V**

Auditing in an EDP environment- Its need - Its problems -Definition - Control in EDP environment - Application control - Effects of EDP auditing control over processing audit approach in an EDP environment - Computer assisted auditing techniques - Computer audit programmes. **(12 Hours)**

### **COURSE BOOK:**

- B.N. Tandon, Practical Auditing, S. Chand & Company Ltd, New Delhi, 2012.

### **BOOKS FOR REFERENCE:**

1. Ravinder Kumar and Virender Sharma, Auditing; Principles and Practice, PHI Learning Pvt, Ltd, New Delhi,2015.
2. S.K.Basu, Fundamentals of Auditing, Dorling Kindersley ( India) PVT LTD, 2012.
3. Dinkar Pagae, Principles and Practices of Auditing, Sultan Chand & Sons, New Delhi, 2020.
4. Dr. L.Natarajan, Practical Auditing, Margham Publications, 2016.

## WEB TECHNOLOGY

Semester: V

Hours: 4

Code : 20CC5DE3A

Credits: 3

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Acquire knowledge in basic concepts and terminology of information technology.	PSO - 4	K
CO-2	Explain the concept HTML and creating simple static pages.	PSO - 4	K
CO-3	Apply attributes of Tables and Frames in web pages.	PSO - 4	Ap
CO-4	Create well structured programs, easily maintained, standards - compliant CSS code to present HTML pages in different ways.	PSO - 4	Ap
CO-5	Discuss about the concept of javascript to add dynamic Content to pages.	PSO - 4	K

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: V		WEB TECHNOLOGY										Hours: 4
Code : 20CC5DE3A												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	3	2	2	4	5	3	3	4	4	5	3	3.45
CO-2	5	2	4	4	5	3	4	4	4	5	3	3.91
CO-3	5	2	4	4	4	3	3	4	3	5	3	3.64
CO-4	4	2	3	3	4	3	4	4	4	5	3	3.55
CO-5	5	4	5	5	5	4	4	3	4	5	3	4.18
<b>Overall Mean Score</b>												<b>3.75</b>

**Result:** The Score for this course is **3.75** (High Relationship)

#### Note:

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

#### Values Scaling:

$\text{Mean Score of Cos} = \frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	$\text{Mean Overall Score for Cos} = \frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I: INFORMATION TECHNOLOGY**

Internet Evolution, concepts, Internet vs Intranet, Internet Services, USENET, GOPHER, WAIS, WWW - History, Working, Web Browsers, Its Functions, URLs, Web Sites, Domain Names, Concept of Search Engines, Search Engine Types, Web Services, E-Mail: Sending & Receiving E-Mail, Free E-Mail Services.

**(12 Hours)**

## **UNIT II: WEB PAGE**

Introduction to HTTP, HTML, Basic HTML Tags, Body Tag, Coding Style, Modifying & formatting Text - Lists: Unordered, Ordered, Definition - Insert Links: Linking to another Document, Internal Links, Email Links, Relative and Absolute Links - Insert Images: Referencing Images, Clickable Images, Image placement and Alignment, Image Size, Image Margins, Image Formats, Image Maps. **(12 Hours)**

## **UNIT III: TABLES AND FRAMES**

**Working with Tables** - Basic Table, Table Attributes, Table Cell Attributes, Table Row Attributes, Table inside of Tables. **Working with Frames** - Creating Windows, Single Window Frames, Column Frames, Row Frames, Creating a Frameset, Opening pages into Frames, Controlling Scrollbars & Borders, Targeting Links in Frames. **(12 Hours)**

## **UNIT IV: CASCADING STYLE SHEET**

Cascading Style Sheet (CSS) - Introduction, Creating Style, Using Inline and External CSS, Creating Divs with ID Style, Creating Tags & Class Style, Creating Borders, Navigation Links, Creating effects with CSS. **(12 Hours)**

## **UNIT V: JAVASCRIPT**

**Javascript** - Introduction, Use of Javascript in Webpages, Understand Javascript event Modal, use some basic event, control webpage behavior. **(12 Hours)**

## **COURSE BOOK:**

- Steven E. Callihan, **Learn HTML in a Weekend**, Prima Tech, 1998.

## **BOOKS FOR REFERENCE:**

1. Lee Anne Phillips, **Using HTML**, Que, July 1998.
2. J. Jaworski, **Mastering Javascript**, BPB Publications, 1999.
3. I. Bayross, **Web Enable Commercial Application Development Using HTML, DHTML, Javascript, Perl, CGI**, BPB Publications, 2000.

## COMPUTER NETWORKS

Semester: V

Hours: 4

Code : 20CC5DE3B

Credits: 3

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Understand networking concepts and basic communication model.	PSO - 1	C
CO-2	Analyze the network architectures and components required for data communication	PSO - 1	C
CO-3	Identify the components required to build different types of networks	PSO - 1	K
CO-4	Discuss about the working principles of various application protocols	PSO - 1	C
CO-5	Acquire knowledge in routing algorithms.	PSO - 1	K

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: V		COMPUTER NETWORKS										Hours: 4
Code : 20CC5DE3B												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	3	3	2	2	4	3	5	3	3	4	4	3.27
CO-2	3	3	2	2	4	3	5	3	3	2	2	2.91
CO-3	3	3	2	2	4	3	5	4	4	3	4	3.36
CO-4	3	3	2	2	4	3	5	3	3	3	3	3.09
CO-5	3	3	2	2	4	3	5	3	2	2	2	2.82
<b>Overall Mean Score</b>												<b>3.09</b>

**Result:** The Score for this course is **3.09** (High Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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**UNIT I**

Introduction: User - Hardware - Software - Reference Models - Example Network - Example Data Communication service - Network Standardization. **(12 Hours)**

**UNIT II**

Physical Layer: Transmission Media - Wireless Transmission - The Telephone system - Cellular radio - Communication satellites. **(12 Hours)**

**UNIT III**

Data Link Layer & Medium Access Layer - D.L.L. Design Issues - Elementary Data link protocols - Multiple Access Protocols - Ethernet, Token bus, Token ring standards. **(12 Hours)**

**UNIT IV**

Networks Layer & Transport Layer: N.W.L. Design Issues - Routing - Algorithms - T.P.L. Design Issues - Elements of T.P.L. Protocol. **(12 Hours)**

**UNIT V**

Application Layer: Network Security: Cryptography - Digital Signature - E-Mail Security - Web Security - Social Issues. **(12 Hours)**

**COURSE BOOK:**

- Computer Networks by Andrew S. Tenenbaum, PHI, Third edition, 1996.

**BOOKS FOR REFERENCE:**

1. Sudakshina Kunda, Fundamentals of Computer Networks, Published by Ashoke K. Ghosh, PHI Learning, Private Limited, Second Edition, 2000.
2. Uyless Black, Computer Networks, Published by Asoke K. Ghosh, PHI Learning Private Limited, Second Edition, 2000.

## CLOUD COMPUTING

Semester: V

Hours: 4

Code : 20CC5DE3C

Credits: 3

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	To provide basic knowledge about working with cloud computing.	PSO - 3	K
CO - 2	Understand briefly Cloud Computing Reference Architecture.	PSO - 3	K
CO - 3	Acquire knowledge of cloud service models.	PSO - 3	K
CO - 4	To describe the security aspects in cloud.	PSO - 3	K
CO - 5	To explain and apply levels of services of Cloud.	PSO - 3	K

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: V		CLOUD COMPUTING										Hours: 4
Code : 20CC5DE3C												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	3	5	3	3	3	4	3	5	3	3	3.45
CO - 2	3	3	5	3	3	3	4	3	5	3	3	3.45
CO - 3	3	3	5	3	3	3	4	3	5	3	3	3.45
CO - 4	3	3	5	3	3	3	4	3	5	3	3	3.45
CO - 5	3	3	5	3	3	3	4	3	5	3	3	3.45
<b>Overall Mean Score</b>											<b>3.45</b>	

**Result:** The score for this course is **3.45** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I: CLOUD COMPUTING FOUNDATION**

Introduction to Cloud Computing - Move to Cloud Computing - Types of Cloud - Working of Cloud Computing. **(12 Hours)**

## **UNIT II**

Introduction to Cloud computing reference architecture (CCRA) - benefits of CCRA - Architecture overview - versions and application of CCRA for developing clouds. **(12 Hours)**

## **UNIT III**

Infrastructure as a Service (IaaS) - Platform as a Service (PaaS) - Software as a Service (SaaS) **(12 Hours)**

## **UNIT IV: CLOUD COMPUTING AND SECURITY**

Risks in Cloud Computing - Data Security in Cloud - Cloud Security Services - **Cloud Computing Tools:** Tools and Technologies for Cloud - Cloud Mashups - Apache Hadoop - Cloud Tools. **(12 Hours)**

## **UNIT V**

Cloud Applications - Moving Applications to the Cloud - Microsoft Cloud Services - Google Cloud Applications - Amazon Cloud Services - Cloud Applications. **(12 Hours)**

## **COURSE BOOK:**

- A. Srinivasan and J. Suresh, "Cloud Computing - A Practical Approach for Learning and Implementation", Pearson India Publications 2014.

## **BOOKS FOR REFERENCE:**

1. Rajkumar Buyya, James Broberg, Andrzej, "Cloud Computing: Principles and Paradigms", Wiley India Publications 2011.
2. Arshdeep Bahga and Vijay Madisetti, "Cloud Computing - A Hands on Approach", Universities Press (India) Pvt Ltd. 2014.

## **WEB REFERENCES:**

NPTEL & MOOC courses titled Cloud computing  
<https://nptel.ac.in/courses/106105167/>

## TOTAL QUALITY MANAGEMENT

Semester: V

Hours: 2

Code : 20CC5GE01

Credits: 2

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Understand the basic concepts of quality.	PSO - 1	K
CO-2	Acquire basic knowledge of TQM Principles.	PSO - 1	K
CO-3	Learn the TQM tools & Techniques.	PSO - 5	K & Ap
CO-4	Acquire the knowledge about Quality Control.	PSO - 5	K & Ap
CO-5	Understand the concept of Quality system.	PSO - 4	K & Ap

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: V		TOTAL QUALITY MANAGEMENT										Hours: 2
Code : 20CC5GE01												Credits: 2
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	2	2	4	5	2	5	4	2	2	4	3.36
CO-2	5	2	2	4	4	2	5	4	2	2	3	3.18
CO-3	4	1	2	4	5	1	4	3	2	2	5	3.00
CO-4	5	2	2	5	4	2	4	3	2	3	5	3.36
CO-5	4	2	5	5	3	2	4	3	2	5	3	3.45
<b>Overall Mean Score</b>											<b>3.27</b>	

**Result:** The score for this course is **3.27** (High Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I**

Introduction - Evolution of quality - Definition of quality - Need for quality - Dimensions of product and service quality - Basic concepts of TQM - TQM Framework. **(6 Hours)**

## **UNIT II**

Leadership - strategic quality planning, quality councils - Employee involvement - Motivation, Empowerment, Team work, Quality circles Recognition and Reward, Performance appraisal **(6 Hours)**

## **UNIT III**

The seven traditional tools of quality - New management tools, - Six sigma: concepts, methodology application to manufacturing, service sector including IT. **(6 Hours)**

## **UNIT IV**

Control charts - Process capability - concepts of Six Sigma - Quality Function Development. **(6 Hours)**

## **UNIT V**

Need for ISO 9000 - ISO 9001-2008 Quality system - Elements, Documentation, Quality Auditing - QS9000 - ISO 14000 - Concepts. **(6 Hours)**

## **COURSE BOOK:**

- Sharma. D.D., (2005), TQM- Principles, Practices and Cases, Delhi, Sultan Chand Publications

## **BOOKS FOR REFERENCE:**

1. James R. Evans and William M. Lindsay, "The Management and Control of Quality", 8th Edition, First Indian Edition, Cengage Learning, 2012.
2. Suganthi. L and Anand Samuel, "Total Quality Management", Prentice Hall (India) Pvt. Ltd., 2006.
3. Janakiraman. B and Gopal. R.K., "Total Quality Management - Text and Cases", Prentice Hall (India) Pvt. Ltd., 2006.
4. Dale H. Besterfield, et al., "Total quality Management", Pearson Education Asia, Third Edition, Indian Reprint 2006.
5. Krishnan. K, Karmegam. G and Somasundaram. R, TQM, Coimbatore, R.K. Publishers.

## GENERIC ELECTIVE - NATIONAL CADET CORPS

### PROGRAMME OUTCOMES (PO)

PO. NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO
1.	Think critically, evaluate analytically and apply the acquired knowledge of their discipline in related scenario.
2.	Formulate hypothesis, design experiments, use appropriate tools and interpret the results.
3.	Demonstrate the precise understanding of the principles and theories of their discipline through experiments.
4.	Enhance the communicative skills and gain confidence to disseminate knowledge through oral/verbal communications effectively at various situations.
5.	Identify the different roles in an organizational structure of the work place and carry out multiple roles in social responsibilities.
6.	Increase self-awareness, set and pursue meaningful goals, and develop positive personal qualities.

### PROGRAMME SPECIFIC OUTCOMES (PSO)

PSO. NO	UPON COMPLETION OF THE COURSE THE STUDENTS WILL BE ABLE TO	PO MAPPED
1	Reinforce the aims, motto, vision and mission of the NCC through the academic curriculum.	PO-1, PO-3
2	Train the students, to be graduates with all round development, who apart from their own subject, can successfully compete in other fields such as defense/paramilitary/ police forces and civil services.	PO-1, PO-4
3	Perform in social service activities and creating awareness about social evils in society.	PO-1, PO-5, PO-6.
4	Explain the tri services organization, comprising the army, navy and air force, engaged in grooming the youth of the country into disciplined and patriotic citizens.	PO-2, PO-6
5	Demonstrate "B" and "C" certificate examination of NCC helps in getting jobs in different forces and also security related jobs.	PO-1, PO-2, PO-5, PO-5, PO-6

### NON MAJOR ELECTIVE

Sem.	Part	Code	Title of Paper	Hours	Credits
V	IV	20GE5NC01	NCC - National Integration and Personality Development	2	2
VI	IV	20GE6NC02	NCC- Organization and Health Programme in NCC	2	2

### INTERNAL COMPONENTS

Internal - I	:	30 marks
Internal - II	:	30 marks
Component - I	:	10 marks
Component - II	:	10 marks
Component - III	:	10 marks
Component - IV	:	10 marks
<b>Total</b>	<b>:</b>	<b>100 marks</b>

## NATIONAL INTEGRATION AND PERSONALITY DEVELOPMENT

Semester: V

Hours: 2

Code : 20GE5NC01

Credits: 2

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Develop technical skill in Civil defense and self defense in order to safeguard the society in case of need arises	PSO - 1, PSO - 2, PSO - 4	K, An, Ap,
CO - 2	Perceive the importance of Weapon training is to remove the fear of a weapon from the hearts of youth.	PSO - 1, PSO - 4	K, An, C
CO - 3	Comprehend the motivation for positive attitude, character building and personality development.	PSO - 2, PSO - 3, PSO 4, PSO - 5	K, S, Ap
CO - 4	Analyze the different types of disasters under different circumstances.	PSO - 4, PSO - 5	K, An, E
CO - 5	Achieve practical knowledge in community development and other social programmes.	PSO - 1, PSO - 2	K, Ap, S, E

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: V		NATIONAL INTEGRATION AND PERSONALITY DEVELOPMENT										Hours: 2
Code : 20GE5NC01												Credits: 2
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	3	3	2	2	4	5	4	3	3	5	3.55
CO - 2	5	4	4	2	3	4	5	4	4	4	5	4.00
CO - 3	5	5	4	2	2	3	3	5	3	3	4	4.00
CO - 4	5	4	3	2	2	4	4	5	4	4	5	3.82
CO - 5	5	4	4	2	3	3	5	4	2	5	4	3.73
<b>Overall Mean Score</b>												<b>3.82</b>

**Result:** The Score for this Course is **3.82** (High Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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### **UNIT I: NATIONAL INTEGRATION**

Motto of National Integration - Importance of National Integration Culture and heritage of Tamil Nadu. **(6 Hours)**

### **UNIT II: CIVIL AFFAIRS**

Aim of aid to civil authority - Role of NCC Cadets during natural calamities - Types of disaster - Essential services during natural calamities **(6 Hours)**

### **UNIT III: CIVIL DEFENCE AND SELF DEFENCE**

Civil Defence - Organization - Aims and services - Aid to Civil authorities in emergency - Self Defence -Aims of Self Defence - Women and Self Defence **(6 Hours)**

### **UNI IV: LEADERSHIP AND PERSONALITY DEVELOPMENT**

Leadership - Types and traits - Man Management in NCC - Duties of a Good Citizen - Role of Youth in Nation Building - Morale - Factors which affect morale - Factors which develop high morale Personality Development - Factor influencing Personality-Time Management . **(6 Hours)**

### **UNIT V: SOFT SKILLS**

Soft skills - interview skill - influencing skill - social skill - communication skill - self motivation - self esteem - body language. **(6 Hours)**

### **BOOK FOR REFERENCE:**

❖ Mishra R.C., **A Handbook of NCC**, Kanti Prakashan, Etawah, 2000.

**INTERNAL QUESTION PATTERN**

**Time: 2 hours**

**Marks: 30**

**PART - A**

Answer Any 4 out of five

$4 \times 2 = 8$

**PART- B**

Two either or questions (one from each)

$2 \times 4 = 8$

**PART - C**

Two either or questions (one from each)

$2 \times 7 = 14$

**SKILL ENHANCEMENT COMPULSORY COURSE  
APTITUDE BUILDING - I**

**Semester: V**

**Hours: 2**

**Code : 20SE5AB03**

**Credits: 2**

**COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Gain knowledge about operations on numbers and develop skills in problem solving	PSO - 3	K, A, E
CO - 2	Enhance their reasoning capacity	PSO - 3	K, A, E
CO - 3	Improve their reading, writing and speaking skills	PSO - 5	K, A, E
CO - 4	Recognize the importance of computer literacy	PSO - 5	K, A, E
CO - 5	Appear for competitive exams	PSO - 5	K, A, E

**RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES  
AND PROGRAMME SPECIFIC OUTCOMES**

Semester: V		APTITUDE BUILDING - I										Hours: 2
Code : 20SE5AB03												Credit: 2
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	5	5	5	5	3	2	3	3	2	5	3.90
CO-2	5	5	5	5	5	3	2	3	3	2	5	3.90
CO-3	5	5	5	5	5	3	2	3	3	2	5	3.90
CO-4	5	5	5	5	5	3	2	3	3	2	5	3.90
CO-5	5	5	5	5	5	3	2	3	3	2	5	3.90
<b>Overall Mean Score</b>												<b>3.90</b>

**Result:** The score for this course is **3.90** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I**

**Numerical Ability:** Numbers - Highest common factor & Least common multiple of numbers - average - problems on numbers - percentages - problems on ages - percentage - profit and loss - ratio and proportion - time & work

## **UNIT II**

**Reasoning:** Series completion - analogy - coding & decoding - puzzle test - direction sense test - alphabet test - alpha - numeric sequence puzzle - arithmetic reasoning - inserting missing character - logical sequence of words.

## **UNIT III**

**English Language:** Spotting errors - Articles - Tenses - Nouns - Pronouns - Adjectives - adverbs - Prepositions - Selecting the most suitable word - Synonyms - Antonyms - Spell check - Double blanks in a sentence.

## **UNIT IV**

**General Knowledge:** Computer awareness - Classification - Elements of computing process - Programming languages - Computer memory - Software & Hardware - Operating systems - banking awareness - Banking Regulation Act - Reserve Bank of India - Commercial banks - e-banking, Currency system - Money market - Banking and Finance - Indian Monetary Policy.

## **UNIT V**

**Current Affairs:** National & International Current Affairs - Economy - Sports - Science & Technology - Polity.

## **COURSE BOOK:**

- I. Maria Jesili, Aptitude Building-I A book for Competitive examination, Vol.1, ACCA, Press, J.A. College, Periyakulam.

## SKILL ENHANCEMENT COMPULSORY COURSE - APTITUDE BUILDING - I

### COMPONENTS OF CIA

#### Continuous Internal Assessment Component (CIA)

##### Theory:

Component	Marks
Internal test I	40
Internal test II	40
Mock Interview	15
Attendance	5
<b>Total</b>	<b>100</b>

Component	Marks
Logical Reasoning	10
Numerical Aptitude	10
English Language	10
General Knowledge	10
<b>Total</b>	<b>40</b>

#### APTITUDE BUILDING I - 20SE5AB03

#### QUESTION PATTERN

[Internal Examination Only]

**MAXIMUM: 80 MARKS**

**TIME: 1 ½ HOURS**

Section	Type of Question	No. of Questions	No. of Questions to be answered	Marks for each question	Total
A Q.No. (1- 20)	MCQ Questions from Numerical Aptitude	20	20	1	20
B Q.No.(21- 40)	MCQ Questions from Reasoning	20	20	1	20
C Q.No. (41- 60)	MCQ Questions from English Language	20	20	1	20
D Q.No. (61- 80)	General knowledge & Current Affairs	20	20	1	20
<b>Total</b>					<b>80</b>

\* **OMR** Sheet shall be provided for the examination.

## COST & MANAGEMENT ACCOUNTING

**Semester: VI**

**Hours: 6**

**Code : 20CC6MC13**

**Credits: 6**

**COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Understand the various concepts of costing and cost accounting and prepare cost sheet.	PSO - 1	K
CO-2	Summarize process cost accounting and prepare a process cost statement	PSO - 2	Ap
CO-3	Compare a marginal and absorption costing methods in respect of profit reporting.	PSO - 2	An
CO-4	Solving managerial problems and contributing in various areas of decisions	PSO - 2	C
CO-5	Analyzing the liquidity and long term solvency of a company.	PSO - 2	Ap

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: VI		COST & MANAGEMENT ACCOUNTING										Hours: 6
Code : 20CC6MC13												Credits: 6
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	4	3	3	3	3	5	4	3	2	4	3.54
CO-2	3	3	3	3	5	4	3	5	3	3	3	3.45
CO-3	3	4	3	3	5	3	3	5	3	4	2	3.45
CO-4	3	3	3	4	5	2	3	5	4	4	4	3.63
CO-5	3	2	3	3	5	3	3	5	3	2	3	3.18
<b>Overall Mean Score</b>												<b>3.45</b>

**Result:** The score for this course is **3.45** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I**

Cost accounting - Meaning - Objectives - Importance - Advantage - Characteristics of an ideal costing system - Installation of costing system - Steps for installation - Practical difficulties in installing a costing system - Steps to overcome practical difficulties - Classification of cost and elements of cost - Cost sheet - Preparation of cost sheet. **(18 Hours)**

## **UNIT II**

Tenders - Process costing - Its application - Process losses - Normal and abnormal loss and abnormal gain - Inter process profits. **(18 Hours)**

## **UNIT III**

Marginal costing - Basic concepts - Marginal and absorption costing - BEP analysis- CVP analysis - Differential cost analysis - Application for management decision making. (simple problems) **(18 Hours)**

## **UNIT IV**

Management Accounting - Financial statement analysis - Preparation of comparative statements - Common size statements - Trend analysis - Ratio analysis - Preparation of balance sheet. (simple problems) **(18 Hours)**

## **UNIT V**

Cash flow analysis - Advantages of cash flow statement - Schedule of changes in working capital - Preparation of cash flow statements - Computation of cash from operations. **(18 Hours)**

## **COURSE BOOK:**

- Prof. T.S. Reddy & Dr. Y. Hariprasad, Cost and Management Accounting, Margham Publications, Chennai, 2011.

## **BOOKS FOR REFERENCE:**

1. Dr. S.N. Maheswari, Advanced Management Accounting, Sultan Chand, New Delhi, 2008.
2. Dutta, Cost Accounting: Principles and Practice, Pearson Education, Delhi, 2008.
3. B.M. Lall Nigam, Cost Accounting Principles and Practices, Himalaya Publishing House, New Delhi, 2012.
4. J. Made Gowda, Advanced Cost Accounting, Himalaya Publishing House, New Delhi, 2005.
5. B.S. Khanna, I.M. Pandey, Practical Costing, S. Chand Co., Ltd., New Delhi, 2005.

## **Part A ( MCQ) Only Theory Questions Part B & C Problems**

## BUSINESS SIMULATION

Semester: VI

Hours: 3

Code : 20CC6MC14

Credits: 3

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	To have knowledge of formulas and functions.	PSO - 2 & PSO - 3	K
CO - 2	To equip participants with the knowledge on how to debug and audit the advanced formulas.	PSO - 2 & PSO - 3	K & Ap
CO - 3	To explore the magic of analyzing data using Excel.	PSO - 2 & PSO - 3	K & Ap
CO - 4	Communicate in a business setting using spreadsheet vocabulary.	PSO - 2 & PSO - 3	K & C
CO - 5	To help students to modify the appearance of data within a worksheet.	PSO - 2 & PSO - 3	K & Ap

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: VI		BUSINESS SIMULATION										Hours: 3
Code : 20CC6MC14												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	3	2	3	2	5	2	3	5	5	4	2	3.27
CO-2	3	2	3	2	5	2	3	5	5	4	2	3.27
CO-3	3	2	3	2	5	2	3	5	5	4	2	3.27
CO-4	3	2	3	2	5	2	3	5	5	4	2	3.27
CO-5	3	2	3	2	5	2	3	5	5	4	2	3.27
<b>Overall Mean Score</b>												<b>2.73</b>

**Result:** The Score for this course is **2.73** (Moderate Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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### **UNIT I: FUNCTIONS AND FORMULAS - I:**

Understanding Screen Layout - Creating Auto List & Custom List - Entering, Selecting and Editing Data - Understanding References (Relative, Absolute & Mixed) - Working on Various Functions & Formulas - Common Basic Functions - Logical Functions - Text Functions - Date & Time Functions **(9 Hours)**

### **UNIT II: FUNCTIONS AND FORMULAS - II:**

Lookup & Reference Functions Mathematical Functions - Conditional Functions - Referring Data from Different Worksheet & Workbook Formula-Auditing -Various Calculation Techniques - Working on Ranges - Database Functions - Macros. **(9 Hours)**

### **UNIT III: PRESENTATION OF DATA:**

Sorting Techniques - Various Data Filtering Techniques - Formatting Techniques - Conditional Formatting - Number Formatting - Table Formatting - Protecting Sheets & Files - Understanding Various Excel Window Techniques Viewing Excel Spreadsheet in various Layouts - Advanced Printing Techniques - Templates Themes. **(9 Hours)**

### **UNIT IV: DATA ANALYSIS TOOLS:**

Data Consolidation - Text to Columns - Flash Fill Remove Duplicates - Advanced Data Validation Techniques - What-if Analysis - Goal Seek Data Table - Solver - Scenarios; Working with Tables - Creating Charts - Understanding Sparklines (Line, Column, Win/Loss) - Pivot Tables & Pivot Charts. **(9 Hours)**

### **UNIT V: SIMULATION:**

Simulations, Decision Trees and Forecasting, when should we use simulation, simulation modeling cycle, Introduction to Monte Carlo Simulation, generating random values, Excel for simple simulation. **(9 Hours)**

### **COURSE BOOKS:**

- John Walkenbach, "Excel 2013 Bible 1st Edition", John Wiley & Sons, 2013.
- Hector and Guerrero, "Excel Data Analysis - Modeling and Simulation", Springer Nature Switzerland, 2019.

### **BOOKS FOR REFERENCE:**

1. Bernd Held, "Excel Functions and Formulas", BPB Publications, Third Edition
2. Wayne L. Winston, "Microsoft Excel 2013: Data Analysis and Business Modeling" PHI
3. Chandan Sengupta, "Financial Analysis and Modeling using Excel and VBA", John Wiley & Sons, 2010

### **ONLINE REFERENCES**

1. <https://www.excel-easy.com/>
2. <https://www.javatpoint.com/excel-tutorial>

## BUSINESS SIMULATION - LAB

Semester: VI

Hours: 3

Code : 20CC6CP06

Credits: 2

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Generate and customize charts to suit most purposes.	PSO - 4	Ap
CO - 2	Acquire the knowledge about to create personal or business spreadsheets following current professional or industry standards.	PSO - 4	Ap
CO - 3	Demonstrate the range of lookup and reference functions.	PSO - 4	Ap
CO - 4	Apprehend awareness to create and work with scenarios and the Scenario Manager.	PSO - 4	Ap
CO - 5	To be familiarize with how to create recorded macros in Excel.	PSO - 4	Ap

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: VI		BUSINESS SIMULATION - LAB										Hours: 3
Code : 20CC6CP06												Credits: 2
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	4	2	4	4	5	3	3	4	5	5	3	3.82
CO-2	4	2	4	4	5	3	3	4	5	5	3	3.82
CO-3	4	2	4	4	5	3	3	4	5	5	3	3.82
CO-4	4	2	4	4	5	3	3	4	5	5	3	3.82
CO-5	4	2	4	4	5	3	3	4	5	5	3	3.82
<b>Overall Mean Score</b>											<b>3.18</b>	

**Result:** The Score for this course is **3.18** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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1. Create and format a pie chart.
  - a. Using the data below, create a pie chart.
  - b. Add and format data labels in the pie chart to make the chart more informative.

<b>Student</b>	<b>Experiments</b>
Adams	2
Britain	3
Brady	1
Jackson	4
Jones	2
Pyle	3
Shepherd	5
Williams	1

2. Using this data, make a 5 class Frequency Distribution, Histogram and Cumulative Relative Frequency Distribution with the first class having class limits of 5 - 14 and the remaining classes of equal width.

38,48,27,14,31,23,46,38,54,26,44,33,17,34,6,37

3. Create a weekly calendar in Excel.
4. Create a column to calculate the overall final mark for each student.
  - a. In the column to the right of the Final Exam Percent column enter the column header "Final Mark"
  - b. Create a formula to calculate students' final weighted mark ((Assignment 1 Percent X Assignment 1 weight) + (Assignment 2 Percent X Assignment 2 weight) + ..... + (Final Exam Percent X Final Exam weight))
  - c. Format the results for each student's final mark to be displayed in percent and to include one decimal place e.g. (65.4% not 0.654).
5. Create a new column to display if students received honors or not.
  - a. In the column to the right of the Final Mark column enter the column header "Honors"
  - b. Insert a formula that will display an "H" in the "Honors" column if the student got a final mark that is equal to 80% or higher and will display an "R" if they did not get a mark over 80% (Hint: you will want to use the "IF" function" to do this)

6. Create a mortgage calculator with the PMT function
7. Write one or more simple macros to fill in capital cities on different worksheets (shows selecting worksheets and selecting cells).
8. Set data validation on cells to stop invalid entries.
9. Create lookup functions in Microsoft Excel 2007 to return exact match look-ups to search on ISBN codes from a list.
10. Create a scenario

Here are three propositions to increase the profitability for the quarter (cell D19)

**Scenario 1: Growth Rate of 20%, but sales of the product 300 to start at \$ 50 000.**

**Scenario 2: Growth Rate of 30%, but sales of the product 200 to start at \$ 50 000.**

**Scenario 3: Growth Rate of 40%, but sales of the product 100 to start at \$ 95 000.**

## CORPORATE COMMUNICATION

Semester: VI

Hours: 4

Code : 20CC6MC15

Credits: 4

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Write business letters for circular, order and quotation.	PSO - 1	K
CO-2	Develop communication skills in both written and verbal.	PSO - 5	Ap
CO-3	Drafts agenda and minutes for board meeting.	PSO - 1	An
CO-4	Use modern technology like telecommunication, teleconferencing and net work in business.	PSO - 4	U
CO-5	Prepare applications for various positions in different job.	PSO - 5	C

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: VI		CORPORATE COMMUNICATION										Hours: 4
Code : 20CC6MC15												Credits: 4
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	3	4	3	4	2	5	3	3	3	2	3.36
CO-2	4	3	4	5	3	3	3	3	3	3	5	3.54
CO-3	5	3	4	3	3	4	5	3	3	3	2	3.45
CO-4	4	4	3	3	5	4	3	4	3	5	2	3.63
CO-5	4	3	3	5	3	3	4	3	2	3	5	3.45
<b>Overall Mean Score</b>												<b>3.49</b>

**Result:** The score for this course is **3.49** (High Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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**UNIT I**

Communication-Meaning and objectives-Importance of communication - Communication process - Barriers and overcoming barriers to business communication - Communication approaches - Recent trends in communication.

**(12 Hours)**

**UNIT II**

Format of business letter - Applications -Sales - Circular - Enquiry - Offer and quotations - Order - Complaints and adjustment - Collection letters. **(12 Hours)**

**UNIT III**

Corporate Communication - Correspondence of company secretary with shareholders and directors - Company meetings -Drafting agenda for board meeting and company meeting -Drafting minutes of meetings. **(12 Hours)**

**UNIT IV**

Report drafting - Forms - Structure - Types - Drafting of sales report. **(12 Hours)**

**UNIT V**

Electronic media in communication - Telecommunication -Teleconferencing - E-data handling - Green Initiatives. **(12 Hours)**

**COURSE BOOK:**

- R.S.N. Pillai and Bagavathi, Modern Commercial Correspondence, S. Chand & Company Ltd, New Delhi, 2013.

**BOOKS FOR REFERENCE:**

1. Rajendra Pal & J.S. Korlahallil, Business Communication, Sultan Chand & Sons, New Delhi, 2011.
2. B.C. Urmial Rai, S.M. Rai, Business Communication, Himalaya Publishing House, New Delhi, 2010.
3. B.C. Ramesh Tiwari, Business Communication, Pointer Publishers, Jaipur, 2013.
4. Paul A.Argenti, Corporate Communication , Mc Graw-Hill, 2013

## COMPUTERIZED ACCOUNTING PACKAGE (LAB)

Semester: VI

Hours: 6

Code : 20CC6MC16

Credits: 6

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Acquire practical learning experience with advanced accounting.	PSO - 3	K
CO-2	Acquire the skill for recording financial and inventory transactions.	PSO - 3 & PSO - 4	K
CO-3	Retrieve various accounting and inventory statements using business software.	PSO - 3 & PSO - 4	Sy
CO-4	Work with TCS, TDS and GST.	PSO - 3 & PSO - 4	Ap
CO-5	Prepare payroll reports for service institution, small and medium level business.	PSO - 3 & PSO - 4	Sy

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: VI		COMPUTERIZED ACCOUNTING PACKAGE (LAB)										Hours: 6
Code : 20CC6MC16												Credits: 6
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	4	3	3	5	3	3	4	5	5	4	4
CO-2	5	4	3	3	5	3	4	4	5	5	3	4
CO-3	5	3	3	4	5	3	3	3	5	5	4	3.90
CO-4	5	3	4	3	5	3	3	4	5	5	3	3.90
CO-5	5	3	3	4	5	3	3	4	5	5	4	4
<b>Overall Mean Score</b>												<b>3.96</b>

**Result:** The score for this course is **3.96** (High Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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**LAB EXERCISES:**

1. Tally introduction
2. Company creation
3. Creation of groups, ledger, single and multiple
4. Creation of cost category and cost centers
5. Creation of vouchers
6. Preparation of trial balance
7. Preparation of final accounts with adjustments.
8. Creation of stock groups, stock category and stock items
9. Entering data in stock groups of a departmental store
10. Statement of stock summary
11. Bank reconciliation statement
12. Creating purchase and sales orders
13. Pay roll
14. Tax deducted at source
15. Tax collected at source
16. Goods and service Tax

**COURSE BOOK:**

- Namrata Agarwal, Tally 9, Dreamtech Press, 2014.

**BOOK FOR REFERENCE:**

1. K. Nandhani & K.K. Nandhani, Implementing Tally, 2010, BPB Publications, New Delhi,

**Total Practical Hours Weekly: 4**

**Total Teaching Cum Demonstration Hours Weekly: 2**

<b>Component</b>	<b>Marks</b>	<b>Marks</b>
Internal test I	40	Converted to 50
Internal test II	40	
Continuous Performance	10	
Lab Records	5	
Attendance	5	
<b>Total</b>	<b>100</b>	<b>50</b>



## INPLANT TRAINING

Semester: VI  
Code : 20CC6DE4A  
COURSE OUTCOMES:

Hours: 4  
Credits: 3

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Identify career paths taking into account their individual strengths and aptitude and Prepare a report about the work experience in industry.	PSO - 5	Ap
CO - 2	Enhancing the employability skills and start-up skills to increase his ability to engage in life-long learning.	PSO - 5	Ap
CO - 3	To provide learners hands on practice within a real job situation.	PSO - 5	Ap
CO - 4	Capability and enthusiasm for self-improvement through continuous professional development and life-long learning.	PSO - 5	Ap
CO - 5	Become updated with all the latest changes in technological world.	PSO - 4	Ap

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: VI		INPLANT TRAINING										Hours: 4
Code : 20CC6DE4A												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	4	4	5	4	5	3	4	4	4	5	4.27
CO-2	5	4	4	5	4	5	3	4	4	4	5	4.27
CO-3	5	4	4	5	4	5	3	4	4	4	5	4.27
CO-4	5	4	4	5	4	5	3	4	4	4	5	4.27
CO-5	5	4	4	5	4	5	3	4	4	5	5	4.36
<b>Overall Mean Score</b>												<b>4.29</b>

**Result:** The score for this course is **4.29** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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Two weeks (15 days) practical training may be arranged during the winter vacation after V Semester. The training shall be in manufacturing companies which covering all the functional areas of management such as production, marketing, finance, purchase and sales department. After the completion of the training the students have to produce a certificate from concerned institutions and have to submit the training report. The Inplant training report has to be submitted at the end of the VI semester. The External viva voce examination conducted for 50 Marks.

**Note: The percentage of marks for Internal and External Viva-Voce is 50% and 50%**

<b>Component</b>	<b>Marks</b>	<b>Total Marks</b>
Review I	10	50
Review II	10	
Report	10	
Presentation	10	
Final Review(Internal)	10	
<b>Total</b>		<b>50</b>

## FINANCIAL MARKETS & INSTITUTIONS

Semester: VI

Hours: 4

Code : 20CC6DE4B

Credits: 3

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Understand the basic concepts of financial institutions and financial services.	PSO - 1	K
CO-2	Analyze a new financial product and services.	PSO - 1	U
CO-3	Identify the different types of risk associated with capital investment.	PSO - 1	Ap
CO-4	Compute commission and identify the problems of merchant bankers and factoring.	PSO - 2	An
CO-5	Identify the sources of long and short term funds.	PSO - 1	C

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: VI		FINANCIAL MARKETS & INSTITUTIONS										Hours: 4
Code : 20CC6DE4B												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	3	3	4	3	3	5	3	3	4	3	3.54
CO-2	5	3	4	3	3	3	5	3	3	2	3	3.36
CO-3	5	4	3	3	2	3	5	3	3	4	2	3.36
CO-4	4	3	3	3	5	3	4	5	4	3	3	3.63
CO-5	5	2	3	4	3	4	5	3	3	3	2	3.36
<b>Overall Mean Score</b>											<b>3.36</b>	

**Result:** The score for this course is **3.36** (High Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I**

The financial system - Its functions-Financial concepts - Financial assets - Financial intermediaries - Financial markets - Classification - Capital market - Industrial securities market - Government securities markets - Long term loan market - Importance of capital markets - Financial rates of return -Financial instruments.

**(12 Hours)**

## **UNIT II**

Financial services - Meaning - Scope - Features - Importance - Causes for financial innovation - The new product and services - Innovative financial instruments

**(12 Hours)**

## **UNIT III**

Mutual funds - Meaning - Definition - Fund unit Vs share - Types of funds - Organization of the fund - Net asset value calculation - Selection of a fund - Commercial banks & mutual funds.

**(12 Hours)**

## **UNIT IV**

Merchant banking - Meaning - Services of merchant banks - Qualities required of merchant bankers - Guidelines of SEBI for merchant bankers.

**(12 Hours)**

## **UNIT V**

Factoring - Meaning - Terms and conditions - Functions - Types of factoring - Cost of factoring - Benefits - Factoring in India.

**(12 Hours)**

## **COURSE BOOK:**

- E. Gorden & K. Natarajan, Financial Markets and Services, Himalaya Publishing House, 2016.

## **BOOKS FOR REFERENCE:**

1. Prof. Shri Ram Khanna, Financial Markets in India and Protection of Investors New century publications, 2004.
2. G. Ramesh Babu, Financial Markets and Institutions, 2006.
3. Dr. S. Maria John, Financial Markets and Institutions, Palani Paramount Publications, Palani, 2004.
4. Dr. S. Gurusamy, Financial Markets and Institutions, Tata McGraw-Well Publishing Company, New Delhi, 2009.

## COMPANY LAW

Semester: VI

Hours: 4

Code : 20CC6DE4C

Credits: 3

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand the basic concepts of Company registration	PSO - 1	K
CO - 2	Acquire knowledge about management of Companies	PSO - 1	K
CO - 3	Learn the concept of company secretary	PSO - 1	K & Ap
CO - 4	Develop the understanding of company meetings	PSO - 5	An & Sy
CO - 5	Acquire basic knowledge about winding up of companies	PSO - 5	An & Sy

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: VI		COMPANY LAW										Hours: 4
Code : 20CC6DE4C												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	4	3	5	3	4	5	5	2	2	5	3.91
CO - 2	4	5	4	4	3	4	5	5	2	1	4	3.73
CO - 3	5	5	3	5	2	3	4	4	2	2	5	3.64
CO - 4	4	4	3	4	3	4	5	5	2	2	4	3.64
CO - 5	5	4	3	5	2	4	4	4	2	1	5	3.54
<b>Overall Mean Score</b>											<b>3.69</b>	

**Result:** The score for this course is **3.69** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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**UNIT I: INCORPORATION OF COMPANIES:**

Company: Meaning and Definition - Characteristics - Classification - Legislation on Companies - Incorporation - Promotion - Registration - Memorandum of Association - Articles of Association - Certificate of Incorporation - Prospectus - Statement in lieu of Prospectus - Commencement of business. **(12 Hours)**

**UNIT II: MANAGEMENT OF COMPANIES:**

Director: Qualification - Disqualification - Position - Appointment - Removal - Duties and Liabilities - Loans - Remuneration - Managing Director - Corporate Social Responsibility - Corporate Governance. **(12 Hours)**

**UNIT III: COMPANY SECRETARY:**

Company Secretary: Definition - Appointment - Duties - Liabilities - Company Secretary in Practice - Secretarial Audit. **(12 Hours)**

**UNIT IV: COMPANY MEETINGS:**

Meeting: Meaning - Requisites - Notice - Proxy - Agenda - Quorum - Resolutions - Minutes - Kinds - Shareholder Meetings - Statutory Meeting - Annual General Body Meeting - Extraordinary General Body Meeting - Board Meetings. **(12 Hours)**

**UNIT V: WINDING UP:**

Meaning - Modes of Winding Up - Winding Up by tribunal - Voluntary Winding Up - Compulsory Winding Up - Consequences of Winding Up - Removal of name of the company from Registrar of Companies - Insolvency and Bankruptcy code - 2016. **(12 Hours)**

**COURSE BOOK:**

- Company Law: Revised as per Companies Act - 2013: KC Garg et al, Kalyani Publication.

**BOOKS FOR REFERENCE:**

1. Company Law: ND Kapoor, Sultan Chand and Co.
2. Company Law: Rajashree - HPH
3. Company Law: Prof. G. Krishna Murthy, G. Kavitha, PBP
4. Company Law and Practice: GK Kapoor & Sanjay Dhamija, Taxmann Publication.
5. Corporate Law: PPS Gogna, S Chand.
6. Company Law: Bagrial AK: Vikas Publishing House.

## ADVERTISING AND SALESMANSHIP

Semester: VI

Hours: 2

Code : 20CC6GE02

Credits: 2

### COURSE OUTCOMES:

CO. NO	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Explain about advertising functions classification and social economy and ethical issues.	PSO - 5	K
CO-2	Demonstrate the advertising process buying behavior, advertising plan and advertising copy.	PSO - 1	C
CO-3	Discuss the advertising media selection decision and evaluating advertising effectiveness.	PSO - 1	Ap
CO-4	Estimate a brief knowledge about sales promotion importance methods and effectively selling.	PSO - 1	K
CO-5	Outline the importance of salesmanship, recruitment, motivation and rewarding of sales personal.	PSO - 1	C

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: VI		ADVERTISING AND SALESMANSHIP										Hours: 2
Code : 20CC6GE02												Credits: 2
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	4	3	3	3	5	3	3	4	3	3	5	3.54
CO-2	5	4	3	3	3	3	5	3	3	3	3	3.45
CO-3	5	3	3	4	3	3	5	4	3	3	3	3.54
CO-4	5	4	3	3	3	3	5	3	4	3	3	3.54
CO-5	5	3	4	3	2	3	5	4	3	3	2	3.36
<b>Overall Mean Score</b>											<b>3.49</b>	

**Result:** The Score for this course is **3.49** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I**

Meaning of advertising - Characteristic Features of Advertising - Nature and Scope of Advertising - Benefits or Advantages of Advertising - Criticisms of Advertising - Is Advertising Economic Waste - Difference between Advertising and Salesmanship. **(6 Hours)**

## **UNIT II**

Advertising Media - Indoor and Outdoor Advertising - Advertising agency - Role - Importance. **(6 Hours)**

## **UNIT III**

Personal Selling - Definition - Salesmanship - Definition Features - Objectives - Benefits - Criticisms salesmanship. **(6 Hours)**

## **UNIT IV**

Qualities of a successful salesman: Physical, Mental, Social and Moral Qualities - Other requisites of a Salesman. **(6 Hours)**

## **UNIT V**

Recruitment of Salesman - Sources - Remuneration of Salesman - Methods. **(6 Hours)**

## **COURSE BOOK:**

- P. Saravanel & S. Sumathi, **Advertising and Salesmanship**, Margham Publications, 2014.

## **BOOKS FOR REFERENCE:**

1. Daver, **Salesmanship Advertising**, Progressive Publishers, Bombay, 1980.
2. Mahendra Mohan, **Advertising Management**, Mc-Graw Hill Publishing, Delhi, 1996.
3. R.S.N. Pillai & Bagavathi, **Salesmanship**, Sultan chand Co Ltd, New Delhi, 2009.



## ORGANIZATION AND HEALTH PROGRAMME IN NCC

Semester: VI

Hours: 2

Code : 20GE6NC02

Credits: 2

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO – 1	Attain knowledge on History, honors and awards of Indian Military	PSO - 1, PSO - 2, PSO - 4	K, An, Ap,
CO – 2	Perceive knowledge on read the maps, so that they are able to locate themselves when need arises.	PSO - 1, PSO - 4	K, An, C
CO – 3	Explain the medical knowledge which consists of anatomy and physiology of human body.	PSO - 2, PSO - 3, PSO 4, PSO - 5	K, S, Ap
CO – 4	Analyse the personal hygiene and sanitation.	PSO - 4, PSO - 5	K, An, E
CO – 5	Develop technical skill of first Aid and how to effectively deal with minor injuries.	PSO - 1, PSO - 2	K, Ap, S, E

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: IV		ORGANIZATION AND HEALTH PROGRAMME IN NCC										Hours: 2
Code : 20GE6NC02		PROGRAMME IN NCC										Credits: 2
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO – 1	5	4	4	2	2	2	4	5	3	3	5	3.55
CO – 2	4	4	4	2	3	2	4	4	4	4	5	3.64
CO – 3	5	4	3	2	2	3	3	3	5	3	2	3.18
CO – 4	5	5	4	3	2	3	5	5	4	5	3	4.00
CO – 5	4	3	3	3	2	2	4	4	5	5	4	3.55
<b>Overall Mean Score</b>												<b>3.58</b>

**Result:** The Score for this Course is **3.58** (High Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I: INDIAN MILITARY AND NCC ORGANIZATION**

History of Indian Military - Paramilitary forces - BSF- CRPF and CISF - NCC Organization and History - Aims and Objectives of NCC - Motto of NCC - DG's Four Cardinal Principles of NCC - NCC Song- Ranks in Army, Air force and Navy - Certificate Examination in NCC- Honours and Awards. **(6 Hours)**

## **UNIT II: MAP READING**

Map and its features - kinds of north - Service protractor and Compass-bearing - Conversion of bearings - Conventional signs - Setting of map - Finding own position - Map to ground - Ground to map - Night March chart. **(6 Hours)**

## **UNIT III: HYGIENE AND SANITATION**

Personal Hygiene - Sanitation - Methods of purification of drinking water -Latrine types - Urinal Types. **(6 Hours)**

## **UNIT IV: TYPES OF DISEASE AND POLLUTION**

Define Health - Types of Health - Communicable and Non communicable Disease - Pollution and its type. **(6 Hours)**

## **UNIT V: FIRST AID**

Aims of First Aid - Principle of First Aid - Motto of First Aid - List of items in First aid Box - Types of Bandages - Types of Fracture - Dislocation - Types of Wounds - Burns and Scalds - Sprain - Strain - Asphyxia - Drowning - Poison - Shock - Snake bite - Sun and Heat Stroke - Insect bite - Dog bite - Hanging - Artificial Respiration - Haemorrhage. **(6 Hours)**

## **BOOK FOR REFERENCE:**

Mishra R.C., **A Handbook of NCC**, Kanti Prakashan, Etawah, 2000.

**INTERNAL QUESTION PATTERN**

**Time: 2 hours**

**Marks: 30**

**PART - A**

Answer Any 4 out of five

$4 \times 2 = 8$

**PART- B**

Two either or questions (one from each)

$2 \times 4 = 8$

**PART - C**

Two either or questions (one from each)

$2 \times 7 = 14$

### SECC - 4 DTP - LAB

Semester: VI

Hours: 2

Code : 20SE6CC04

Credits: 2

**COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Create documents with different formatting styles.	PSO - 4	Ap
CO-2	To design an advertising page.	PSO - 5	Ap
CO-3	Application of graphical actions, tools and effects.	PSO - 4	Ap
CO-4	Designing, Drawing and Editing through Corel Draw.	PSO - 4	Ap
CO-5	Acquire knowledge about to create logos and various types of print designs	PSO - 5	Ap

#### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: VI		SECC - 4 DTP - LAB										Hours: 2
Code : 20SE6CC04												Credits: 2
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	4	2	2	3	3	2	3	3	5	3	3.18
CO-2	5	3	3	2	4	4	2	3	4	4	5	3.55
CO-3	5	2	4	3	5	4	2	4	3	5	4	3.73
CO-4	5	3	4	3	5	3	2	4	4	5	4	3.82
CO-5	5	3	4	4	5	4	3	3	2	4	5	3.82
<b>Overall Mean Score</b>											<b>3.62</b>	

**Result:** The Score for this course is **3.62** (High Relationship)

**Note:**

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

**Values Scaling:**

$\text{Mean Score of Cos} = \frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	$\text{Mean Overall Score for Cos} = \frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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**PAGE MAKER**

1. Page set up in page maker.
2. Design Company Advertisements.
3. Design an identity card.
4. Design a marriage invitation which contains the text both in English and Tamil.
5. Design a prospectus for your college.
6. Design visiting cards for sales promotion manager.
7. Design sales promotion pamphlet.
8. Design a catalogue for a furniture shop.

**COREL DRAW**

1. Design a Greeting Card in Corel Draw.
2. Design a Wedding Card in Corel Draw.
3. Design a Logo in Corel Draw.

## FUNDAMENTALS OF INVESTMENT

Semester: VI

Code : 20CC6SS01

Credits: 2\*

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Acquire the basic knowledge of investment	PSO - 1	K
CO - 2	Be aware of fixed income securities	PSO - 1	K
CO - 3	Learn the fundamentals of equity analysis	PSO - 1	K
CO - 4	Acquire basic knowledge of portfolio analysis and financial derivatives	PSO - 5	An & Sy
CO - 5	Acquire thorough knowledge on investor protection	PSO - 5	An & Sy

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: VI		FUNDAMENTALS OF INVESTMENT										Credits: 2*
Code : 20CC6SS01												
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	2	3	2	3	3	5	3	2	2	4	3.09
CO - 2	4	2	3	3	3	3	5	3	2	1	4	3.00
CO - 3	5	3	4	2	4	3	4	2	2	2	3	3.09
CO - 4	4	2	3	3	3	4	5	3	2	2	4	3.18
CO - 5	5	3	5	2	3	5	4	3	2	1	3	3.27
<b>Overall Mean Score</b>											<b>3.13</b>	

**Result:** The score for this course is **3.13** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I**

The Investment Environment - The investment decision process, Types of Investments - Commodities, Real Estate and Financial Assets, the Indian securities market, the market participants and trading of securities, security market indices, sources of financial information, Concept of return and risk, Impact of Taxes and Inflation on return.

## **UNIT II**

Fixed Income Securities - Bond features, types of bonds, estimating bond yields, Bond Valuation types of bond risks, default risk and credit rating.

## **UNIT III**

Approaches to Equity Analysis - Introductions to Fundamental Analysis, Technical Analysis and Efficient Market Hypothesis, dividend capitalisation models, and price- earnings multiple approaches to equity valuation.

## **UNIT IV**

Portfolio Analysis and Financial Derivatives - Portfolio and Diversification, Portfolio Risk and Return; Mutual Funds; Introduction to Financial Derivatives; Financial Derivatives Markets in India

## **UNIT V**

Investor Protection - Role of SEBI and stock exchanges in investor protection; Investor grievances and their redressal system, insider trading, investors' awareness and activism

## **COURSE BOOK:**

- Course Material will be provided by the Department

## **BOOKS FOR REFERENCE:**

1. C.P. Jones, Investments Analysis and Management, Wiley, 8th Edition.
2. Prasanna Chandra, Investment Analysis and Portfolio Management, McGraw Hill Education
3. R.P. Rustogi, Fundamentals of Investment, Sultan Chand & Sons, New Delhi.
4. N.D. Vohra and B.R. Bagri, Futures and Options, McGraw Hill Education
5. Mayo, An Introduction to Investment, Cengage Learning.

## DIGITAL MARKETING

Semester: VI

Code : 20CC6SS02

Credits: 2\*

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Demonstrate the understanding of Digital marketing and media concepts.	PSO - 1	K
CO - 2	Effectively run advertisements on Search Engines	PSO - 3	K & Ap
CO - 3	Assess the role of branding, social advertising and other communications in achieving behavioral change.	PSO - 3	K & Ap
CO - 4	Effectively build your users lists, deliver e-mails & generate relevant clicks	PSO - 4	K & Ap
CO - 5	Analyze cross-cultural and ethical issues in globalised digital markets	PSO - 5	An & Sy

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: VI		DIGITAL MARKETING										Credits: 2*
Code : 20CC6SS02												
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	5	4	4	5	4	5	3	4	3	4	4.18
CO - 2	5	5	4	4	5	4	4	3	5	3	4	4.18
CO - 3	5	5	4	4	5	4	4	3	5	3	4	4.18
CO - 4	5	5	4	4	5	4	4	3	3	5	4	4.18
CO - 5	5	5	4	4	5	4	3	3	3	4	5	4.09
<b>Overall Mean Score</b>											<b>4.16</b>	

**Result:** The score for this course is **4.16** (Very High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I: INTRODUCTION TO DIGITAL MARKETING**

Basic of Online Marketing - Difference of Internet Marketing vs Traditional Marketing - Search Engine Basics - Key points of internet marketing - Basic terms used in internet marketing - Effective platforms for promotions - Why people moving in digital marketing? - Structure of Online Marketing.

## **UNIT II: SEARCH ENGINE MARKETING**

What is Google Adwords - Google Ads Campaign - Search Campaign - Sale Campaign - Banner and Search Ads - Keyword Understanding - Creating successful ads.

## **UNIT III: SOCIAL MEDIA MARKETING**

Introduction to Social Media Marketing - Facebook Marketing - Facebook Campaign Creation - Facebook for lead generation - Instagram Marketing - Instagram Promotion or ad creation - Youtube Introduction - Understanding Youtube Algorithm - Growing Youtube Channel - LinkedIn Marketing - Twitter Marketing.

## **UNIT IV: EMAIL MARKETING**

Introduction to Email Marketing - Creating newsletter for Emails - Increasing open rate of Emails - Sending Bulk Emails - Using auto responder - Email Marketing Tools.

## **UNIT V: ONLINE REPUTATION MANAGEMENT**

Introduction of Online Reputation Management - Reputation Problems - Eliminating Negative Websites - Consumer Complaint Sites

## **COURSE BOOK**

- Damian Ryan, Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page; 3 edition, 2014 6.

## **BOOK FOR REFERENCE:**

1. Eric Morrow, Shannon Chirone, Digital Marketing for Everyone: Connect With Your Customers, Grow Your Business & Demystify Social Media, Create Space Independent Publishing Platform, 2012

## **ONLINE REFERENCES**

1. <https://www.disruptiveadvertising.com/marketing/digital-marketing/>
2. [https://en.wikipedia.org/wiki/Digital\\_marketing](https://en.wikipedia.org/wiki/Digital_marketing)
3. <https://www.digitalmarketer.com/digital-marketing/>

## FUNDAMENTALS OF INSURANCE

Semester: VI

Code : 20CC6SS03

Credits: 2\*

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Acquire the basic knowledge of insurance	PSO - 1	K
CO - 2	Be aware of Life Insurance policies	PSO - 1	K & Ap
CO - 3	Develop the understanding of fire insurance and Marine Insurance concept	PSO - 1	K & Ap
CO - 4	Acquire the knowledge of various kinds of insurance	PSO - 5	K
CO - 5	Learn the concept of agent	PSO - 5	An & Sy

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: VI		FUNDAMENTALS OF INSURANCE										Credits: 2*
Code : 20CC6SS03												
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	4	4	2	3	3	5	3	2	2	4	3.36
CO - 2	4	3	5	3	3	4	5	3	2	1	4	3.36
CO - 3	5	3	4	2	4	3	4	4	2	2	3	3.18
CO - 4	4	4	4	3	3	4	5	3	2	2	4	3.54
CO - 5	5	3	5	2	3	4	4	4	2	1	5	3.45
<b>Overall Mean Score</b>											<b>3.18</b>	

**Result:** The score for this course is **3.18** (High Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I**

Introduction to Insurance - Meaning, Definition of insurance - General principles of insurance - Types of insurance life, fire and marine - Difference between life and other types of insurance, Growth & Development of Indian insurance industry - Regulations of insurance business and the emerging scenario.

## **UNIT II**

Life Insurance - Introduction to life insurance: Features of life insurance - Essentials of life insurance, Different types of life policies - Annuities, Formation of life insurance contracts, Assignment and nominations - Lapses and revivals of policies. Surrender value, paid up value, Loans - Claims - Procedure for claims - Settlement of claims - Death and Maturity.

## **UNIT III**

Fire Insurance - Fire insurance contracts - Fire insurance coverage - Policies for stocks - Rate fixation in fire insurance - Settlement of claims. Marine Insurance - Functions - Marine perils - Types of marine policies - Clauses in general use - Warranties and conditions proximate cause - Subrogation and conciliation - Re-insurance - Double insurance - Types of marine losses.

## **UNIT IV**

Miscellaneous Insurance - Motor insurance - Employer's liability insurance - Personal accident and sickness insurance - Aviation insurance - Burglary insurance - Fidelity guarantee insurance - Engineering insurance - Cattle insurance - Crop insurance.

## **UNIT V**

Procedure for becoming an Agent - Pre-requisite for obtaining a license - Duration of license - Cancellation of license - Termination of agency - Code of Conduct - Functions of the Agent.

### **COURSE BOOKS:**

1. Fundamentals of Insurance - Dr. Periyasamy, Himalaya Publishing Pvt Ltd, Mumbai.
2. Insurance principles and practice - Moorthy. A , Margham publications, Chennai.
3. Fundamentals of insurance - Dr. P. K. Guptha, Margham publications, Chennai

### **BOOKS FOR REFERENCE:**

1. Insurance principles and practice - Periasamy. P, Margham publications, Chennai
2. Insurance principles and practice - Mishra. M. N, Sultan Chand & Sons, New Delhi
3. Insurance principles and practice - Balu. V. & Premilan, Margham publications, Chennai

## BUSINESS ENVIRONMENT

Semester: VI

Code : 20CC6SS04

Credits: 2\*

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Acquire the basic knowledge of business environment	PSO -1	K
CO - 2	Understand the concept of economic environment	PSO -1	K & Ap
CO - 3	Learn the fundamentals of financial environment	PSO -1	K
CO - 4	Comprehend the knowledge about political environment	PSO -5	An & Sy
CO - 5	Acquire the knowledge on Natural Environment	PSO -5	An & Sy

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: VI		BUSINESS ENVIRONMENT										Credits: 2*
Code : 20CC6SS04												
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	3	3	5	2	2	5	5	2	2	4	3.45
CO - 2	4	3	3	4	3	3	5	4	2	1	4	3.27
CO - 3	5	4	4	4	2	2	4	4	1	2	5	3.36
CO - 4	4	3	3	5	3	3	5	5	2	1	4	3.45
CO - 5	5	4	5	4	2	2	4	4	1	2	5	3.45
<b>Overall Mean Score</b>												<b>3.40</b>

**Result:** The score for this course is **3.40** (High Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I**

Business - Meaning features Business environment - Meaning, Nature and significance. Micro and Macro environment of Business, Business strategy and its relation to environment.

## **UNIT II**

Economic environment - Meaning, economic development, types of economic system and role of business economist. Demographic environment - Meaning, Demographic variables, and population growth - Caused remedies and suggestions of family planning.

## **UNIT III**

Financial environment - Meaning, classification of financial market, role of central, commercial & Co-operative banks. Technological environment - Meaning, factors Technological development and technological progress.

## **UNIT IV**

Political environment - meaning, effect of political ideologies and political system. Socio - cultural environment - meaning of culture and society, cultural environment, features and elements of culture.

## **UNIT V**

Natural environment - Meaning, various aspects of natural environment, Resources - land, soil and water resources. Pollution - Benefits and barriers to pollution prevention legal environment - Meaning, Indian contribution and partnership at 1932.

## **COURSE BOOK:**

- Dr. N. Premavathy, Business Environment, Sri Vishnu Publications, Chennai, 2008.

## **BOOKS FOR REFERENCE:**

1. Dr. Namita Gopal-Business Environment, Tata McGraw-Hill Publishing company Ltd, New Delhi, 2009.
2. Dr. Swabera Isalam & Dr. Evakorlang Kharkongor -Business environment, Taxmann Publications Pvt.ltd. New Delhi.
3. Paul Wetorly and Dorron otter-Business environment, Oxford University Press, New York, 2008

## **PATTERN OF THE QUESTION PAPER- SELF STUDY PAPER (EXTERNAL)**

**Time: 3 Hours**

**Max. Marks: 100**

### **PART-A**

Answer ANY Five out of Eight Questions

5 × 20 = 100

(At least one Question from Each unit)

**PART - V - NATIONAL CADET CORPS**  
**U.G. PROGRAMME OUTCOMES (2020 - 2023)**

<b>PO. NO.</b>	<b>UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO</b>
1.	Think critically, evaluate analytically and apply the expertise of their discipline in related scenario.
2.	Enhance the communicative skills and gain confidence to disseminate knowledge through oral/verbal communications effectively at various situations.
3.	Accomplish the basic understanding of the relationship between education and human life and enhance their perspectives on the various functions of their studies in the diverse contexts of the society.
4.	Identify the different roles in an organizational structure of the work place and carry out multiple roles in social responsibilities.
5.	Develop skills like collaboration, higher-order thinking, problem solving and self-direction through effective use of technologies and resources.
6.	Increase self-awareness, set and pursue meaningful goals, and develop positive personal qualities such as self-esteem, positive attitude, self-discipline, and self-motivation.

**PROGRAM SPECIFIC OUTCOMES (PSO)**

<b>PSO NO.</b>	<b>UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO</b>	<b>PO MAPPED</b>
1	Reinforce the aims, motto, vision and mission of the NCC through the academic curriculum.	PO-1, PO-3
2	Train the students, to be graduates with all round development, who apart from their own subject, can successfully compete in other fields such as defense/paramilitary/ police forces and civil services.	PO-1, PO-4
3	Perform in social service activities and creating awareness about social evils in society.	PO-1, PO-5, PO-6.
4	Explain the tri services organization, comprising the army, navy and air force, engaged in grooming the youth of the country into disciplined and patriotic citizens.	PO-2, PO-6
5	Demonstrate "B" and "C" certificate examination of NCC helps in getting jobs in different forces and also security related jobs.	PO-1, PO-2, PO-5, PO-5, PO-6

## NATIONAL CADET CORPS

Semester: I - IV

Hours: 240

Code : 20STPNC01

Credits: 2\*

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Attain knowledge on History, honors and awards of Indian Military.	PSO - 1, PSO - 2, PSO - 4	K, An, Ap,
CO - 2	Perceive knowledge on read the maps and Weapon training is to remove the fear of a weapon from the hearts of youth.	PSO - 1, PSO - 4	K, An, C
CO - 3	Analyze the different types of disasters under different circumstances.	PSO - 2, PSO - 3, PSO 4, PSO - 5	K, S, Ap
CO - 4	Achieve practical knowledge in community development and other social programmes.	PSO - 4, PSO - 5	K, An, E
CO - 5	Comprehend the personality development and develop technical skill of first Aid .	PSO - 1, PSO - 2	K, Ap, S, E

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I - IV		NATIONAL CADET CORPS										Hours: 240
Code : 20STPNC01												Credits: 2*
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	4	3	3	3	4	3	4	4	3	3	3	3.4
CO - 2	3	4	3	3	4	3	4	4	3	4	4	3.54
CO - 3	3	3	4	4	4	4	3	4	4	3	5	3.72
CO - 4	3	3	4	5	4	4	3	3	4	5	4	3.81
CO - 5	3	3	5	4	3	4	3	3	4	5	4	3.72
<b>Overall Mean Score</b>											<b>3.64</b>	

**Result:** The score for this course is **3.64** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **NATIONAL CADET CORPS**

**Semester: I - IV**

**Hours: 240**

**Code : 20STPNC01**

**Credits: 2\***

### **UNIT I: ARMED FORCES AND MILITARY HISTORY**

Army, Police and Central Armed Police Forces, Modes of Entry into Army, Police and CAPF, Aims and Objectives of NCC , Organisation, Training and NCC Song , Incentives , Honors and Awards, Biographies of Renowned Generals, War Heroes : Param Veer Chakra Awardees, Study of Battles of Indo-Pak Wars 1965, 1971, & Kargil, War Movies, “B” and “C” certificate examinations.

### **UNIT II: MAP READING, FCBC AND WEAPON TRAINING**

Introduction to Map Reading, Conduct of Map Reading, Introduction to Field Craft and Battle Craft, Indication of landmark, Observation, Camouflage & Concealment, Fire and Move Capsule, Knots, Lashing and Stretchers, Organisation of Infantry Battalion & its weapons. Characteristics of a Rifle and its Ammunition, Stripping, Assembling, Care, and Cleaning of 7.62 SLR, Loading, Cocking and Unloading, Lying Position, Holding and Aiming, Trigger Control and Firing a Shot, Theory of Group and Snap Shooting, Obstacle Training

### **UNIT III: DISASTER MANAGEMENT AND CIVIL AFFAIRS**

Civil Defence Organisation and NDMA, Types of Emergencies / Natural Disasters, Fire Services & Fire Fighting, Traffic Control During Disaster Under Police Supervision, Collection & Distribution of Aid Material, Essential Services and their Maintenance. Aim of aid to civil authority – Role of NCC Cadets during natural calamities – Types of disaster– Essential services during natural calamities

### **UNIT IV: NATIONAL INTEGRATION AND SOCIAL AWARENESS**

Basics of Social Service and Its Need, NGOs Role & Contribution, Drug Abuse and Trafficking, Causes & Prevention of HIV / AIDS and Role of Youth, Counter Terrorism, Traffic Control Organisation and Anti Drunken Driving, Religions, Culture, Traditions and Customs of India. National Interests, Objectives, Threats and Opportunities. Unity in Diversity. National Integration Council. Contribution of Youth in Nation Building. Leaders of Political / Regional Parties, Media Persons, Women Representatives, Eminent Public Representatives, Representatives of Business



## UNIT V: PERSONALITY DEVELOPMENT, LEADERSHIP AND FIRST AID

Factors Influencing and Shaping Personality : Physical, Social, Psychological and Philosophical Types of Leadership, Time Management, Stress Management Skills, Interview Skills, Sociability : Social Skills Ettiquettes And Mannerism, Injuries to Internal Organs, Burns and Scalds, Snake Bite, Scorpion Bite & Rabid Dog Bite, Foreign Bodies in Eye, Ear and Nose, Insensibility or Unconsciousness, Artificial Respiration.

### BOOK FOR REFERENCE

- Mishra R.C., **A Handbook of NCC**, Kanti Prakashan, Etawah, 2000.

<b>Scheme of Evaluation</b>	
Summative Examination (2 hours)	25 Marks
Continuous Internal Assessment	75 Marks
<b>Total</b>	<b>100 Marks</b>

<b>Scheme of Evaluation of Continuous Internal Assessment</b>		
1.	Attendance - 240 hours	10 Marks
2.	Special Camp	40 Marks
3.	“B” and “C” certificate examination	25 Marks
<b>Total</b>		<b>75 Marks</b>

### Question Pattern for Summative Examination

**Total Marks: 40**

**Time: 2 hours**

#### **Section - A**

Answer All Questions  
( Multiple Choice Questions)

5 × 1 = 5 Marks

#### **Section - B**

Answer All Questions  
(Either Or Questions)

2 × 5 = 10 Marks

#### **Section - C**

Answer Any one Questions  
( one Question Out of Two)

1 × 10=10 Marks

## NATIONAL SERVICE SCHEME

### U.G. PROGRAMME OUTCOMES (2020 - 2023)

<b>PO. NO.</b>	<b>UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO</b>
1.	Think critically, evaluate analytically and apply the expertise of their discipline in related scenario.
2.	Enhance the communicative skills and gain confidence to disseminate knowledge through oral/verbal communications effectively at various situations.
3.	Accomplish the basic understanding of the relationship between education and human life and enhance their perspectives on the various functions of their studies in the diverse contexts of the society.
4.	Identify the different roles in an organizational structure of the work place and carry out multiple roles in social responsibilities.
5.	Develop skills like collaboration, higher-order thinking, problem solving and self-direction through effective use of technologies and resources.
6.	Increase self-awareness, set and pursue meaningful goals, and develop positive personal qualities such as self-esteem, positive attitude, self-discipline, and self-motivation.

### PROGRAM SPECIFIC OUTCOMES (PSO)

<b>PSO NO.</b>	<b>UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO</b>	<b>PO MAPPED</b>
PSO - 1	Understand and identify the needs of the community	PO1, PO3
PSO - 2	Develop among themselves a sense of social and civic responsibility.	PO2, PO3, PO4, PO6
PSO - 3	Apply their education in finding practical solution to individual and community problems.	PO1, PO3, PO4, PO6
PSO - 4	Acquire leadership qualities and democratic attitude.	PO2, PO3, PO5
PSO - 5	Develop capacity to meet emergencies and national disasters and practice national integration and social harmony	PO3, PO4, PO5

## NATIONAL SERVICE SCHEME

Semester: I - IV

Hours: 240

Code : 20STPNS01

Credits: 2\*

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Attain a Citizen with Social Concern and Social Analysis	PSO - 1, PSO - 2, PSO - 5	An
CO - 2	Flourish physical and mental health through Yoga	PSO - 2, PSO - 4	Ap
CO - 3	Practice to have healthy Food	PSO - 3, PSO - 5	S, Ap
CO - 4	Preserve Environment	PSO - 2, PSO - 3, PSO - 4	C, K, Ap
CO - 5	Understand and Challenge problems of Women.	PSO - 1, PSO - 2, PSO - 5	An, Ap, K

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I - IV		NATIONAL SERVICE SCHEME										Hours: 240
Code : 20STPNS01												Credits: 2*
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	3	5	4	3	3	3	5	3	3	5	3.64
CO - 2	3	4	3	2	4	3	4	5	4	5	2	3.55
CO - 3	3	3	4	3	3	4	3	3	5	3	5	3.55
CO - 4	2	2	3	3	2	3	3	5	5	5	3	3.27
CO - 5	3	3	5	3	3	4	5	5	3	3	5	3.82
<b>Overall Mean Score</b>											<b>3.56</b>	

**Result:** The score for this course is **3.56** (High Relationship)

**Note:**

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

### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I: BASICS OF NSS**

Introduction - History and Growth - Objectives - NSS Motto - NSS Symbol - NSS Badge - NSS Day - Composition of NSS Unit - NSS Regular Activities & Special Camp - Village Survey & Volunteers Diary - Campus Work - National and International Important days - NSS Awards.

## **UNIT II: CITIZENSHIP**

Duties of a citizen - Social Service - Social Problems - Need for Social Service - Leadership - Social Service & Leadership quality- Personnel and Social Values.

## **UNIT III: YOUTH**

Introduction - Education & Social Concern - Youth & Family - Youth & Society - Capability of youth - Problems of Youth - Drug Abuse - Hero Worship - Addict to Social Media - Violence - Sexual Problems - Suicide.

## **UNIT IV: HEALTH & HYGIENE**

Introduction - Health & Hygiene - Food Hygiene - Personal Hygiene - Health Maintenance: Care of Skin, Hair, Teeth, Eyes - Health Assessment of Fitness - Approaches for keeping Fit.

## **UNIT V: FOOD AND NUTRITION**

Food - Nutrients - Components of Food: Carbohydrate, Protein, Lipid, Minerals, Vitamins and Water - Balanced Diet: Food Selection and Meal Planning - Caloric value of Fruits, Vegetables, Nuts and Sprouted Seeds.

## **UNIT VI: ENVIRONMENT AND ECOLOGY**

Ecology - Components of Ecology - Environment - Pollution - Water Pollution - Air Pollution - Soil Pollution - Noise Pollution - Pollution Control & Environment Preservation.

## **UNIT VII: WOMEN EMPOWERMENT**

Women - Women & Family - Women & Society - Women & Education - Women Leaders - Women Problem - Women Empowerment to overcome problems.

## **UNIT VIII: FIRST AID**

Principles of First Aid - First aid for burns and scalds - First aid for fractures - First aid for insect bite - First aid for dog bite - First aid for electric shock - First aid for drowning - First aid for haemorrhage - Important things kept in the first aid box.

## **UNIT IX: YOGA**

Origin of Yoga and its development - Human Body & Mind - Benefits of Yoga - Classification of Yoga - Pranayama - Types of Pranayama - Utkatasana ( Chair Pose) - Trikonasana ( Triangle Pose).

## UNIT X: PRACTICAL KNOWLEDGE

Entrepreneurial Training: Phenol, Soap Powder, Soap, Candle and Ornaments Making - Gardening - Solid Waste Management - Special Camp: 7 Days

### BOOKS FOR REFERENCE:

1. C.S.C. Herve Morrissette, Youth aware, Holy cross fathers, Bangalore, 1977, Seema Yadav, Food Hazards and Hygiene, Anmol Publications Pvt. Ltd, New Delhi, 1<sup>st</sup> edition, 1997
2. Gitanjali Chatterjee, Hand Book of Food and Nutrition, Rajat Publications Pvt. Ltd, 2000,
3. Archana Sharma, Environment: Ecology, Climate change, Global warming, Biology Biodiversity, Conservation, Face the Challenge Academy, 2018,
4. Jaimon Varghese, Women Empowerment Through Literacy Campaign, Concept Publishing Company Pvt. Ltd, 2012.
5. Rajeev Sharma, First Aid, Lotus Press, New Delhi-2, 2009.
6. Amresh Kumar, Yoga for Healthy body, Khel Sahitya Kendra, New Delhi-2, 2009.

Scheme of Evaluation	
Summative Examination (2 hours)	40 Marks
Continuous Internal Assessment	60 Marks
<b>Total</b>	<b>100 Marks</b>

Scheme of Evaluation of Continuous Internal Assessment		
1.	Attendance - 240 hours	10 Marks
2.	Special Camp	40 Marks
3.	Case Study	10 Marks
<b>Total</b>		<b>60 Marks</b>

### Question Pattern for Summative Examination

**Total Marks: 40**

**Time: 2 hours**

#### Section - A

Answer All Questions  
( Multiple Choice Questions)

10 × 1=10 Marks

#### Section - B

Answer All Questions  
( Either Or Questions)

2 × 5=10 Marks

#### Section - C

Answer Any Two Questions  
( Two Questions Out of Three)

2 × 10=20 Marks

**PHYSICAL EDUCATION**  
**U.G. PROGRAMME OUTCOMES (2020 - 2023)**

<b>PO. NO.</b>	<b>UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO</b>
1.	Think critically, evaluate analytically and apply the expertise of their discipline in related scenario.
2.	Enhance the communicative skills and gain confidence to disseminate knowledge through oral/verbal communications effectively at various situations.
3.	Accomplish the basic understanding of the relationship between education and human life and enhance their perspectives on the various functions of their studies in the diverse contexts of the society.
4.	Identify the different roles in an organizational structure of the work place and carry out multiple roles in social responsibilities.
5.	Develop skills like collaboration, higher-order thinking, problem solving and self-direction through effective use of technologies and resources.
6.	Increase self-awareness, set and pursue meaningful goals, and develop positive personal qualities such as self-esteem, positive attitude, self-discipline, and self-motivation.

**PROGRAM SPECIFIC OUTCOMES (PSO)**

<b>PSO NO.</b>	<b>UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO</b>	<b>PO MAPPED</b>
1	Elucidate basic knowledge and professional experience in Yoga	PO-1, PO-3
2	Equip with the profound knowledge of Sports and Games	PO-1, PO-4
3	Intake balanced nutrition and practice hygiene.	PO-1, PO-5, PO-6.
4	Enlighten the peoples with the principles of first aids	PO-2, PO-6
5	Expound the concepts and demonstrate Aerobics and Pyramids	PO-1, PO-2, PO-5, PO-5, PO-6

## **COURSE PATTERN (2017 - 2020)**

### **(PART V)**

<b>Sem.</b>	<b>Code</b>	<b>Title of the Paper</b>	<b>Hours</b>	<b>Credits</b>
I & II	20STPPE01	Yoga and Rhythmic Activities	120	-
III & IV		Fundamentals of Physical Education	120	2*
		<b>Total</b>	<b>240</b>	<b>2*</b>

## YOGA AND RHYTHMIC ACTIVITIES

Semester: I & II

Hours: 120

Code : 20STPPE01

**COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Recall the principle of Asnas	PSO - 1, PSO - 3, PSO - 4	K, An, Ap,
CO - 2	Classify Pranayama for different needs	PSO - 1, PSO - 4	K, An, C
CO - 3	Appraise the application and effects of Suryanamaskar for human wellness	PSO - 2, PSO - 3, PSO 4, PSO - 5	K, S, Ap
CO - 4	Execute the techniques in Free Hand Exercise	PSO - 4, PSO - 5	K, An, E
CO - 5	Construct Pyramids based on the underlying principles	PSO - 1, PSO - 2	K, Ap, S, E

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I - II		PAPER I – YOGA AND RYTHEMIC ACTIVITIES										Hours: 120
Code : 20STPPE01												
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	4	4	2	2	2	4	5	3	3	5	3.55
CO - 2	4	4	4	2	3	2	4	4	4	4	5	3.64
CO - 3	5	4	3	2	2	3	3	3	5	3	2	3.18
CO - 4	5	5	4	3	2	3	5	5	4	5	3	4.00
CO - 5	4	3	3	3	2	2	4	4	5	5	4	3.55
<b>Overall Mean Score</b>											<b>3.58</b>	

**Result:** The score for this course is **3.58** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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### **UNIT I: ASNAS**

Sitting Postures - Standing Posture - Prone Posture - Supine Postures.

**(24 hours)**

### **UNIT II: PRANAYAMA**

Pranayama - Suga Pranayama - Chandra bethana - Nadi Sudhi - Ujjayee - Seethali - Seethakari - Brahmari.

**(24 hours)**

### **UNIT III: SURYANAMASKAR**

Suryanamaskar: 12 Postures - 12 Postures & Breathe consioius - 12 Postures With manthra - Relaxation Techniques.

**(24 hours)**

### **UNIT IV: CALLISTHENICS (FREE HAND EXERCISE)**

Standing series - Bending series - Sitting series - Twisting series - Dumb - bells - Indian Clubs - Lezium - Hoops.

**(24 hours)**

### **UNIT V: AEROBICS & PYRAMIDS**

Aerobics: Aerobic Basics - Aerobic Movements - Aerobic With Rhythm - Aerobic Programme Pyramids: Basics of Pyramids - Types of Pyramids.

**(24 hours)**

### **BOOKS FOR REFERENCE:**

1. Wuest Jeborah,A and Charles A. Bucher (1987), 'Foundation of Physical Education, B.I Publication Pvt.Ltd., New Delhi.
2. Elangovan.R, (2002), 'Utarkalvi Oru Arimugam', Ashwin Publication, Triunelveli.
3. Chandrasekaran.K, (1999), 'Sound Health through Yoga, Prem Kalyan Publication, Sedapatti.
4. Iyengar, B.K.S,'Lights on Yoga', Unwin Hyman Company, London

## FUNDAMENTALS OF PHYSICAL EDUCATION

Semester: III & IV

Hours: 120

Code : 20STPPE01

Credits: 2\*

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
1.	Familiarize the fundamentals of Physical Education	PSO - 1, PSO - 3, PSO - 4	K, An, Ap,
2.	Illustrate different rules for different games and athletic events	PSO - 1, PSO - 4	K, An, C
3.	Examines the need for good nutrition	PSO - 2, PSO - 3, PSO 4, PSO - 5	K, S, Ap
4.	Synthesis the relation between hygiene and health	PSO - 4, PSO - 5	K, An, E
5.	Apply the first aid techniques	PSO - 1, PSO - 2	K, Ap, S, E

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: III - IV		PAPER II - FUNDAMENTALS OF PHYSICAL EDUCATION										Hours: 120
Code : 20STPPE01												Credits: 2*
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	3	3	2	2	4	5	4	3	3	5	3.55
CO - 2	5	4	4	2	3	4	5	4	4	4	5	4.00
CO - 3	5	5	4	2	2	3	3	5	3	3	4	4.00
CO - 4	5	4	3	2	2	4	4	5	4	4	5	3.82
CO - 5	5	4	4	2	3	3	5	4	2	5	4	3.73
<b>Overall Mean Score</b>											<b>3.82</b>	

**Result:** The score for this course is **3.82** (High Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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### **UNIT I: PHYSICAL EDUCATION**

Definition, need, scope, aims and objectives of physical education. **(24 hours)**

### **UNIT II: GAMES AND ATHLETEIC EVENTS**

History of Games: Basketball, Volley Ball, Kho-Kho, Kabaddi, Badminton and Ball Badminton - Rules and regulation of the Games and Athletic Events. **(24 hours)**

### **UNIT III: NUTRITION**

Balanced Diet, Daily Energy Requirement, Nutrient Balance, Nutrition Intake, Diet and Competition, Nutritional Tips, Your Ideal Weight. **(24 hours)**

### **UNIT IV: HEALTH EDUCATION**

Meaning of health education, Definition of health education, Personal Hygiene, Communicable Diseases **(24 hours)**

### **UNIT V: FIRST AID**

First Aid: Injuries to bones and Muscles, Sprain, Strain, Muscle Cramp and joints Dislocation and Fractures Snake-bite, Dog bite Poisoning, Artificial Respiration, (Drowning) **(24 hours)**

### **BOOKS FOR REFERENCE:**

1. Sathyanesan, R.C., 'Hand Broken Physical Education, 'Gheena Publishers, Madurai.
2. Thirunarayanan,C and Hariharan,s, 'Analytical History of physical Education 'South India Press, Karaikudi.
3. St. John Ambulance Association, 'First Aid to the Injured' New Delhi.
4. Prabhakar Eric, (1995), 'The way to Atheletic Gold', Affiliated East West Pvt. Ltd., New Delhi.

### SCHEME OF EVALUATION

1.	Summative Examination (2 hours)	:	25 marks
2.	Continuous Internal Assessment	:	75 marks
	<b>Total</b>	:	<b>100 marks</b>

### SCHEME OF EVALUATION FOR CONTINUOUS INTERNAL ASSESSMENT

1.	Attendance (240 hrs)				
	❖ Theory Class	:	120 hrs	:	20 marks
	❖ Games	:	60 hrs		
	❖ Field Work	:	60 hrs		
2.	Performance in any one Game	:			10 marks
3.	Performance in any one of Athletic event	:			10 marks
4.	Performance in Yoga / Rhythmic activities	:			10 marks
5.	Rhythmic activities				10 marks
6.	Field Work	:			15 marks
	<b>Total</b>	:			<b>60 marks</b>

### QUESTION PATTERN FOR SUMMATIVE EXAMINATION

**Total marks: 25**

**Time: 1 <sup>1/2</sup> hours**

#### SECTION - A

Answer All Questions (5x1=5)  
(Choose the best Answer)

#### SECTION - B

Answer any two questions (2x2=4)  
(Four question out of four)

#### SECTION - C

Answer any Two out of Four questions (2x5=10)  
(Four question out of Four)

#### SECTION - D

Answer any one question (1x6=6)  
(One question out of two)

**CONSUMER AWARENESS**  
**PROGRAMME OUTCOMES (PO)**

<b>PO. NO.</b>	<b>UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO</b>
1.	Think critically, evaluate analytically and apply the acquired knowledge of their discipline in related scenario.
2.	Enhance the communicative skills and gain confidence to disseminate knowledge through oral/verbal communications effectively at various situations.
3.	Express the cultural and environmental diversity that they have been exposed in various studies.
4.	Identify the different roles in an organizational structure of the work place and carry out multiple roles in social responsibilities.
5.	Develop higher-order thinking, problem solving and self-direction skills through effective use of technologies and other resources.
6.	Increase self-awareness, set and pursue meaningful goals, and develop positive personal qualities.

**PROGRAM SPECIFIC OUTCOME (PSO)**

<b>PSO</b>	<b>UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO</b>	<b>PO MAPPED</b>
PSO - 1	Aware of Consumer's rights, responsibilities and Consumer Protection Act, 1986.	PO - 1
PSO - 2	Instill right-consciousness, confidence to question violations of citizen and consumer rights and fight for justice.	PO - 1, PO - 4, PO - 6
PSO - 3	Work with other voluntary consumer organizations to enhance consumer movement in the society.	PO -3, PO - 6
PSO - 4	Make informed purchase decision as individual and inculcating the behavior in others also.	PO -3, PO - 4, PO - 6
PSO - 5	Gain practical knowledge and become good consumer as well as entrepreneur.	PO -4, PO - 5, PO - 6

**COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Aware of the Nature, Rights and Responsibilities of Consumer.	PO - 1	K
CO-2	Familiar with Food Trade Mark and Certification.	PO - 1, PO - 4, PO - 6	AN
CO-3	Identify Misleading Advertisement, Consumer Court and Consumer Redressal.	PO - 3, PO - 6	AP
CO-4	Acquire Knowledge in Food Adulteration and Eco friendly products.	PO - 3, PO - 4, PO - 6	K
CO-5	Attain Practical Experience through Field Visit and Interact with Experts.	PO - 4, PO - 5, PO - 6	S

**RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

Semester: I - IV		CONSUMER AWARENESS - I & II										Hours:120
Code : 20STPCC01												Credits: 2*
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	5	4	5	4	3	3	4	5	4	5	4.27
CO-2	4	4	5	4	5	3	5	5	4	5	3	4.27
CO-3	5	5	4	5	4	5	3	4	5	4	5	4.45
CO-4	4	4	5	4	5	3	5	5	4	5	3	4.27
CO-5	5	4	5	4	5	3	5	4	5	4	5	4.45
<b>Overall Mean Score</b>											<b>4.34</b>	

**Result:** The score for this course is **4.34** (Very High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **CONSUMER AWARENESS - I**

**Semester: I & II**

**Hours: 60**

**Code : 20STPCC01**

### **UNIT I**

Consumer - Meaning - Consumerism - Nature of Consumerism, Rights and Responsibilities of Consumer - Right of Consumers under Consumer Protection Act 1986 - Do's and Dont's of Consumer.

### **UNIT II**

Trade Mark - Definition - Meaning - Objectives -Types of Trademark in India - Process and functions of Registrar of Trade marks - Trade and Merchandise rules - Food Label Symbol, ISI, ISO, Agmark, Silkmark Certification.

### **UNIT III**

Advertisement meaning - Features of Advertisement - Misleading Advertisement - circumstances of misleading advertisements -Reasons for Festival offer and discount.

### **UNIT IV**

Food Adulteration - Meaning - Types of Food Adulteration - Method of Food Adulteration - How can Adulteration be prevented - How to Identify fake and Duplicate Beauty Products - Sub Standard Products.

### **UNIT V**

Practical Session: Interacting with Experts, Field Visit

### **COURSE BOOK:**

Material prepared by the Consumer Club

### **BOOKS FOR REFERENCE:**

1. Dr. L. Natarajan, Business Legislation, Merit India Publication, 2017.

## **CONSUMER AWARENESS - II**

**Semester: III & IV**

**Hours: 60**

**Code : 20STPCC01**

**Credit: 2\***

### **UNIT I**

Guarantee Vs. Warrantee - Standards of Weight - Meaning - Importance of Standards - Responsible to Certify the Accuracy of Weight and Measures - Food Quality Control Procedures - Vegetarian and Non-Vegetarian Symbol.

### **UNIT II**

Consumer Redressd Consumer Disputes - Consumer Movement - Consumer Court - Do's and Don'ts of Consumers Grievances Redressal - How to Files Complaints in Consumer Court.

### **UNIT III**

Online Consumer- Meaning- Types of Online Consumers- Rights of Online Consumers.

### **UNIT IV**

Eco Friendly Consumer Products - Green Consumerism- Important Steps of Green Consumerism.

### **UNIT V**

Practical Session: Interacting with Experts, Field Visit.

### **COURSE BOOK:**

Material prepared by the Consumer Club

### **BOOKS FOR REFERENCE:**

1. Dr. L. Natarajan, Business Legislation, Merit India Publication, 2017.
2. Consumer Movements, Francesca Forno
3. Helping People and Communities Become and Remain Economically
4. [www.insightcced.org](http://www.insightcced.org)
5. <https://www.researchgate.net/publication/334126464>



### SCHEME OF EVALUATION

1.	Summative Examination (3 hours)	:	75 marks
2.	Continuous Internal Assessment	:	25 marks
	<b>Total</b>	:	<b>100 marks</b>

<b><i>Scheme of Evaluation of Continuous Internal Assessment</i></b>		
1.	<i>Attendance - 120 hours</i>	<i>10 Marks</i>
2.	<i>Field Visit</i>	<i>10 Marks</i>
3.	<i>Assignment</i>	<i>5 Marks</i>
	<b><i>Total</i></b>	<b><i>25 Marks</i></b>

### QUESTION PATTERN FOR SUMMATIVE EXAMINATION

**Total Marks: 75**

**Time: 3 hours**

#### EXTERNAL QUESTION PATTERN

##### PART - A

10 Questions × 1Mark = 10 Marks

(Multiple Choice Questions)

##### PART - B

5 Questions × 5 Marks = 25 Marks

Answer All Questions

(Either Or Questions)

##### PART - C

4 Questions × 10 Marks = 40 Marks

Answer Any Four Questions

(Four Questions Out of Six)

## RED RIBBON CLUB

Semester: I, II, III & IV

Hours: 120

Code : 20STPRR01

Credits: 2\*

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Analyze the Objectives of Red Ribbon Club	PSO - 3, PSO - 5	K, A, E
CO - 2	Examine the need of Blood Identification	PSO - 3, PSO - 4 , PSO - 5	K, A, E
CO - 3	Understand the importance of Blood Donation	PSO - 3, PSO - 5	K, C, A, E
CO - 4	Recognise the importance of HIV Awareness	PSO - 3, PSO - 5	A, AP
CO - 5	Able to realize the need of field visit to AIDS centres	PSO - 1, PSO - 3 , PSO - 5	K, AP, S, E

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: I, II, III & IV		RED RIBBON CLUB										Hours: 120
Code : 20STPRR01												Credits: 2*
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	4	4	4	4	4	5	4	3	5	4	4	4.09
CO - 2	4	3	4	5	4	5	3	3	5	4	4	4.00
CO - 3	4	3	4	5	4	5	3	3	5	3	4	3.90
CO - 4	4	3	4	5	4	5	3	3	5	3	4	3.90
CO - 5	4	3	4	5	4	5	3	3	5	4	4	4.00
<b>Overall Mean Score</b>											<b>3.98</b>	

**Result:** The score for this course is **3.98** (High Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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### **UNIT I**

Red Ribbon Club - Meaning - Vision - Objective - Popular colour - Symbol - Significance **(25 Hours)**

### **UNIT II**

Blood Identification - Blood composition - Blood types - Methods for the identification of blood - Microscopic examination - Chemical methods - Spectrophotometry - Metric Analysis - Immunological Methods - DNA analysis - Application of blood identification **(25 Hours)**

### **UNIT III**

Blood Donation - Introduction - Benefits - Procedure - Importance of Blood Donation - Donors - Non-Donors - Donate Blood - Donation Process: Blood Banks - Outdoor camps - Registration - Medical Checkup - Donation - Refreshment **(25 Hours)**

### **UNIT IV**

HIV Awareness: Definition - Causes - Effects: HIV Transmission - HIV Prevention - HIV Testing - Living with HIV - HIV Stigma **(25 Hours)**

### **UNIT V**

Blood Donation Camp - Practical and Field Work: Blood Identification Camp - HIV/AIDS Awareness Programme - Field visit to Jeevan Jothi - Aundipatti Government Hospital **(30 Hours)**

### **COURSE BOOKS:**

- Books offered by Red Ribbon Club Committee Members

### **BOOKS FOR REFERENCE**

1. S. Kartikeyan, R.N. Bharmal, R.P. Tiwari and P.S. Bisen. HIV and AIDS: Basic Elements and Priorities. Springer Publications. 2007.

"Everytwosecondssomeone NeedsbloodRedCrossurgesblooddonations."

[Http://www.redcross.org/news/article/il/chicago/Everytwosecondssomeone](http://www.redcross.org/news/article/il/chicago/Everytwosecondssomeone)

NeedsbloodRedCrossurgesblooddonations. Red Cross, n.d.

### SCHEME OF EVALUATION

1.	Summative Examination (2 hours)	:	75 marks
2.	Continuous Internal Assessment	:	25 marks
	<b>Total</b>	:	<b>100 marks</b>

<i><b>Scheme of Evaluation of Continuous Internal Assessment</b></i>		
1.	<i>Test</i>	<i>15 Marks</i>
2.	<i>Field Visit</i>	<i>5 Marks</i>
3.	<i>Attendance</i>	<i>5 Marks</i>
	<b>Total</b>	<b>25 Marks</b>

**Total the marks of I, II, III & IV will be converted to 25 marks**

#### Question Pattern for External Examination

**Total Marks: 75**

**Time: 2 hours**

##### Section - A

Answer All Questions  
(Multiple Choice Questions)

10 x 1 = 10 Marks

##### Section - B

Answer All Questions  
(Either Or Questions)

5 x 5 = 25 Marks

##### Section - C

Answer Any Two Questions  
(Two Questions Out of Three)

2 x 20 = 40 Marks

**YOUTH RED CROSS  
PROGRAMME OUTCOMES**

<b>PO. NO.</b>	<b>UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO</b>
1.	Think critically, evaluate analytically and apply the acquired knowledge of their discipline in related scenario.
2.	Formulate hypothesis, design experiments, use appropriate tools and interpret the results.
3.	Demonstrate the precise understanding of the principles and theories of their discipline through experiments.
4.	Enhance the communicative skills and gain confidence to disseminate knowledge through oral/verbal communications effectively at various situations.
5.	Identify the different roles in an organizational structure of the work place and carry out multiple roles in social responsibilities.
6.	Increase self-awareness, set and pursue meaningful goals, and develop positive personal qualities.

**PROGRAMME SPECIFIC OUTCOMES (PSO)**

<b>PSO</b>	<b>UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO</b>	<b>PO MAPPED</b>
PSO - 1	Student will get a basic understanding of the origin, growth and development of humanity.	PSO - 1
PSO - 2	Will acquire basic knowledge about social subjects	PSO - 1, PSO - 2
PSO - 3	Could identify various social issues and problems	PSO - 3, PSO - 4
PSO - 4	Will help to build up a good career.	PSO - 1, PSO - 4
PSO - 5	Makes them aware of social responsibilities.	PSO - 1, PSO - 5

**COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand themselves in relation to their community.	PSO - 1	K
CO - 2	Identify the needs and problems of the community and involve them in problem-solving.	PSO - 2	C
CO - 3	Gain skills in mobilising community participation. Develop capacity to meet emergencies and social harmony.	PSO - 3	C
CO - 4	Educate and empower children and youth in the spirit of the Red Cross through constructive trainings and effective leadership	PSO - 4	AN
CO - 5	Provide opportunities for directing and harnessing their energies and idealism into worthwhile humanitarian activities	PSO - 5	AN

**RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

Semester: I - IV		YOUTH RED CROSS										Hours: 120
Code : 20STPRC01												Credits: 2*
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	5	4	3	2	2	5	5	3	2	2	3.45
CO - 2	5	5	4	3	2	2	5	5	4	2	2	3.55
CO - 3	5	4	4	3	4	2	5	5	5	3	3	3.91
CO - 4	5	4	5	4	3	3	5	5	5	3	3	4.09
CO - 5	5	4	5	4	3	3	5	5	5	3	3	4.09
<b>Overall Mean Score</b>											<b>3.82</b>	

**Result:** The score for this course is **3.82** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **BASICS OF YOUTH RED CROSS**

**Semester: I & II**

**Hours: 60**

**Code: 20STPRC01**

### **UNIT I**

History of Red Cross - Henri Dunant's Early Life - The Battle of Solferino - The Man in White -The birth of Red cross - Charity in the Midst of Battle. Clara Barton: Pioneer of Disaster Relief - Death of Dunant.

### **UNIT II**

Idea of the Red Cross Movement - Foundation of the Red Cross Movement - A Global Movement - The Emblems -History of the Emblems - Who can use the emblem in India?- Misuse of the Emblem- Why respect the Emblem?

### **UNIT III**

The Seven Fundamental Principles - International Humanitarian Law - Re-establishing Family Links

### **UNIT IV**

Birth of the Indian Red Cross Society - Introduction to the programmes of the IRCS - Humanitarian Values - Disaster Management - Health and Care in the Community.

### **UNIT V**

Volunteering -Trainings

### **COURSE BOOK:**

Material Prepared By Parent Department

### **BOOKS FOR REFERENCE:**

1. "The Story of the Red Cross", Krishna Satyanand, Reprint 2002, Published by the Director, National Book Trust, India.
2. "Basic about YRC", Indian Red Cross Society, National Headquarters.

## SIGN OF YOUTH RED CROSS

Semester: III & IV

Hours: 60

Code: 20STPRC01

Credits: 2\*

### UNIT I

**The International Committee of the Red Cross (ICRC)** - Origin and history - International Status - ICRC- Legal status - ICRC'S Humanitarian activities - Administration and Structure of ICRC - **National Red Cross and Red Crescent Societies.**

### UNIT II

**International Federation of Red Cross and Red Crescent Societies** - Mission - Strength -Global Network -International Red Cross and Red Crescent movement - **Geneva Conventions and their Additional Protocols** - Protection and care - protection of persons - Protection of civilian medical and religious personnel - Methods and means of warfare - Improper use of emblems - fundamental guarantees.

### UNIT III

**Indian Red Cross Society - Headquarters** - Resources - Partnerships - Strategic Development plan - **Indian Red Cross Society - Tamil Nadu Branch** - Indian Red Cross Society, District Red Cross Branch and Sub-Branch

### UNIT IV

Youth Red Cross - Junior Red Cross

### UNIT V

Field Visit

### COURSE BOOK:

Material Prepared By Parent Department

### BOOK FOR REFERENCE:

1. "History of Red Cross", Youth Red Cross, Indian Red Cross Society Tamil Nadu Branch



### SCHEME OF EVALUATION

1.	Summative Examination (3 hours)	:	75 marks
2.	Continuous Internal Assessment	:	25 marks
	<b>Total</b>	:	<b>100 marks</b>

<b><i>Scheme of Evaluation of Continuous Internal Assessment</i></b>		
1.	<i>Attendance - 120 hours</i>	<i>10 Marks</i>
2.	<i>Field Visit</i>	<i>10 Marks</i>
3.	<i>Assignment</i>	<i>5 Marks</i>
	<b><i>Total</i></b>	<b><i>25 Marks</i></b>

### QUESTION PATTERN FOR SUMMATIVE EXAMINATION

**Total Marks: 75**

**Time: 3 hours**

#### EXTERNAL QUESTION PATTERN

##### PART - A

10 Questions × 1Mark = 10 Marks

(Multiple Choice Questions)

##### PART - B

5 Questions × 5 Marks = 25 Marks

Answer All Questions

(Either Or Questions)

##### PART - C

4 Questions × 10 Marks = 40 Marks

Answer Any Four Questions

(Four Questions Out of Six)

**SKILL DEVELOPMENT PROGRAMME (SDP)  
(Certificate Course)**

<b>Code</b>	<b>Title of the Course</b>	<b>Hours</b>	<b>Credit</b>
20CC1SD01	International Business	60	2
20CC1SD02	E - Banking	60	2
20CC1SD03	Customer Relationship Management	60	2

**Continuous Internal Assessment Component (CIA)**

**Theory:**

<b>Component</b>	<b>Marks</b>	<b>Marks</b>
Internal Test I	40	Converted to 25
Internal Test II	40	
Quiz	10	
Assignment	5	
Attendance	5	
<b>Total</b>	<b>100</b>	<b>25</b>

**The Components for Internal and External Exams are at the discretion of the Department.**

**Continuous Internal Assessment Component (CIA)**

<b>Passing Minimum for Continuous Internal Assessment (CIA)</b>	
Theory	40% out of 25 Marks (i.e. 10 Marks)

<b>Passing Minimum for Semester Examination</b>	
Theory	40% out of 75 Marks (i.e. 30 Marks)

**SKILL DEVELOPMENT PROGRAMME (SDP)**

**(Certificate Course)**

**INTERNAL QUESTION PATTERN**

**PART - A**

4 Questions × 5 marks = 20 Marks (Questions out of 7)

**PART - B**

2 Questions × 10 marks = 20 Marks (Questions out of 4)

**EXTERNAL QUESTION PATTERN**

**PART - A**

7 Questions × 5 marks = 35 Marks (Questions out of 10)

(2 Questions from Each unit)

**PART - B**

4 Questions × 10 marks = 40 Marks (Questions out of 8)

(At least one Question from Each unit)

## INTERNATIONAL BUSINESS

Semester: III & IV

Hours: 60

Code : 20CC1SD01

Credits: 2

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Acquire basic knowledge on international business.	PSO - 1	K
CO - 2	Understand the concept of international marketing.	PSO - 1	K
CO - 3	Acquire knowledge on export procedure.	PSO - 5	K & Ap
CO - 4	Comprehend the knowledge about the international logistics management.	PSO - 5	Ap
CO - 5	Be aware of WTO(World Trade Organization).	PSO - 2	K

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: III & IV		INTERNATIONAL BUSINESS										Hours: 60
Code : 20CC1SD01												Credits: 2
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	4	3	4	2	4	5	5	2	3	4	3.73
CO - 2	4	3	3	5	3	3	4	4	2	2	3	3.27
CO - 3	5	4	5	5	2	3	5	5	2	2	4	3.82
CO - 4	4	3	3	4	2	4	4	4	3	3	3	3.36
CO - 5	5	4	4	4	3	3	5	4	2	2	5	3.73
<b>Overall Mean Score</b>											<b>3.58</b>	

**Result:** The score for this course is **3.58** (High Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I**

International Environment - International Business - Meaning Nature - Concept - Micro & Macro Environment - STEPIN: Social Environment - Technology Environment - Economical Environment Political Environment - International Environment - Natural Environment. **(6 Hours)**

## **UNIT II**

International Marketing - Marketing- Marketing Mix - International Marketing - Stages of Internationalization - Global Marketing- Evolution of Global Marketing - Benefits of Global Marketing - Barriers to Global Marketing. **(6 Hours)**

## **UNIT III**

Export Procedures & Documentation Import - Export - Types of Export - Steps for Exporting - Organizing yours self for export Registering firm - Basics documents needed for Export & Imports - IECRCMC-IMPORT LICENCE. **(6 Hours)**

## **UNIT IV**

International Logistics Management - Introduction - Logistics Mission - Importance of Logistics - Components of Logistics Information- Demand Forecasting - Inventory Management Warehousing - Transportation - Packaging - Order processing - Sourcing & Supply Management **(6 Hours)**

## **UNIT V**

GATT to WTO, Functions and Principles of WTO, WTO and Developing Countries. Dispute Settlement Mechanism. Recent Trade Rounds and Position of India. **(6 Hours)**

## **COURSE BOOK**

- Course Material prepared by the Department

## **BOOKS FOR REFERENCE**

1. FranciesCherunilam, "International Business - Text and Cases", PHI Pvt. Ltd, New Delhi.
2. V. K. Bhalla, S. Shiva Ramu, International Business, Environment and Management, Anmol Publications Pvt Ltd, New Delhi
3. V Sharan, , International Business,, Pearson Education, New Delhi

## E - BANKING

Semester: III & IV

Hours: 60

Code : 20CC1SD02

Credits: 2

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Explain electronic banking and commerce and what goes into electronic banking	PSO - 2	C
CO - 2	Acquire knowledge about e banking ATM, EFT Tele banking	PSO - 2	K & Ap
CO - 3	Understanding of the different techniques of e-banking services.	PSO - 2	K & Ap
CO - 4	Gain knowledge about e-banking security systems.	PSO - 2	C
CO - 5	Identify the components required e-builder solutions	PSO - 2	K

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: III & IV		E - BANKING										Hours: 60
Code : 20CC1SD02												Credits: 2
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	4	3	3	3	3	4	4	5	3	4	3	3.55
CO - 2	4	3	3	3	3	4	4	5	3	4	3	3.55
CO - 3	4	3	3	3	3	4	4	5	3	4	3	3.55
CO - 4	4	3	3	3	3	4	4	5	3	4	3	3.55
CO - 5	4	3	3	3	3	4	4	5	3	4	3	3.55
<b>Overall Mean Score</b>												<b>3.55</b>

**Result:** The score for this course is **3.55** (High Relationship)

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I**

Electronic Banking: Traditional Banking Vs E-Banking - Facets of E-Banking - E-Banking transactions - truncated cheque and Electronic cheque - Models for E-banking - Complete centralized solution- features CCS - Cluster approach - Hi-tech. Bank with in Bank Advances of E-Banking - Constraints in E-Banking.

**(6 Hours)**

## **UNIT II**

Online Banking: Introduction - Concept and meaning - the electronic delivery channels - need for computerization - Automatic Teller Machine (ATM) at home - Electronic Fund Transfer (EFT) - uses - computerization in clearing houses - Telebanking - Banking on home computers - Electronic Money Transfer - uses of EMT.

**(6 Hours)**

## **UNIT III**

Updatating Bank saving accounts - Computer bank branches - Financial Transaction Terminals - (FTT) - ECheque - Magnetic Ink Character Recognition (MICR) and Cheques - E-Banking in India - Procedure - Programmes - Components - How to go on net for Online Banking advantages - Limitations

**(6 Hours)**

## **UNIT IV**

E-Banking Security- Introduction need for security - Security concepts - Privacy - Survey. Findings on security - Attack - Cyber crimes - Reasons for Privacy - Tampering - Encryption - Meaning - The encryption process - may appear as follows - Cryptogram-Cryptanalyst - cryptography - Types of Cipher systems - Code systems - Cryptography - Cipher - Decipher - Jumbling - Asymmetric - Crypto system - Data Encryption Standard (DES).

**(6 Hours)**

## **UNIT V**

E-Builder solutions - Digital certificate - Digital Signature & Electronic Signature - E-Security solutions - solutions providers - E-locking technique - E-locking services - Netscape security solutions - Pry Zone - E software security Internet-Transactions - Transaction security - PKI - Sierras Internet solutions - inc - security devices - Public Key Infrastructure - (PKI) - Firewalls Secure Ledger - (FSL) - Secure Electronic Transaction (SET).

**(6 Hours)**

## **COURSE BOOK**

- C.S. Rayudu, E-Business, Himalaya Publishing House.

## **BOOKS FOR REFERENCE:**

1. Roger Hunt & John Shelly, Computers and Commonsense.
2. Bhushan Dewan, E-Commerce

## **PRACTICAL II - E-BANKING**

1. Commenting on the correctness of documents like Cheque.
2. Responding to stimulated exercises on Customer/ Bank Employee Complaints.
3. Format of Letter of Credit.
4. Examining the working Mechanisms of ATM's and ETA, s.
5. Working Knowledge of Telebanking
6. Knowledge of working Mechanisms of Encryption and E-Security.
7. Learning Internet Transactions Firewalls.



## CUSTOMER RELATIONSHIP MANAGEMENT

Semester: III & IV

Hours: 60

Code : 20CC1SD03

Credits: 2

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Discuss the objectives, ingredients and various types of Customer relationship Management.	PSO - 1	K
CO-2	Explain about the customer relationships and relationship Management Theories.	PSO - 1	K
CO-3	Identify the 21 <sup>st</sup> Century customers and acquire the details of customer life cycle & types of customers.	PSO - 2	K
CO-4	Understand the phases of customer development and strategies for customer acquisition & retention.	PSO - 2	K
CO-5	Assess the emerging trends in CRM	PSO - 1	K

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Semester: III & IV		CUSTOMER RELATIONSHIP MANAGEMENT										Hours: 60
Code : 20CC1SD03												Credits: 2
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	4	4	4	3	2	3	5	3	2	2	4	3.27
CO-2	3	4	4	4	3	3	5	4	3	3	4	3.63
CO-3	4	3	5	4	2	3	4	5	2	2	3	3.36
CO-4	3	4	4	3	2	2	4	5	2	3	4	3.27
CO-5	5	3	5	4	3	3	5	4	3	3	3	3.72
<b>Overall Mean Score</b>											<b>3.45</b>	

**Result:** The Score for this course is 3.45 (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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### **UNIT I: INTRODUCTION TO CRM**

Meaning - Definition - Ingredients of CRM- Objectives of CRM - **Types of CRM:**  
Strategic CRM - Operational CRM - Analytical CRM - Collaborative CRM.

**(6 Hours)**

### **UNIT II: CUSTOMER RELATIONSHIPS**

Meaning - Evolution of Customer - Supplier Relationship - **Relationship Management Theories:** IMP Group - Nordic School - Anglo Australian School - North American School- Asian School.

**(6 Hours)**

### **UNIT III: 21 CENTURY CUSTOMERS**

Empowered Customer - Customer Life Cycle - Consumer vs. Customer - Types of Customers - Customer Orientation - Customer Management Strategies - Customer Acquisition.

**(6 Hours)**

### **UNIT IV: MANAGING THE CUSTOMERS**

New Customers - Strategies for Customer Acquisition - Phases of Customer Development - Strategies for Customer Retention-Strategies for Terminating Customer Relationship.

**(6 Hours)**

### **UNIT V: EMERGING TRENDS IN CRM**

ECRM - Features of ECRM - Difference between CRM and ECRM - Future CRM Trends.

**(6 Hours)**

### **COURSE BOOK:**

➤ Course Material will be provided by the Department.

### **BOOKS FOR REFERENCE:**

1. Sheth J. N., Parvatiyar A. and Shainesh G. **Customer Relationship Management: Emerging Concepts, Tools & Applications**, Tata McGraw - Hill Education.
2. Alok Kumar Rai, **Customer Relationship Management: Concepts and Cases**, Second Edition, PHI Learning.

## **SKILL DEVELOPMENT PROGRAMME (CERTIFICATE COURSE)**

### **GANDHIAN THOUGHT**

#### **PROGRAMME OUTCOMES**

<b>PO. NO.</b>	<b>UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO</b>
1.	Think critically, evaluate analytically and apply the acquired knowledge of their discipline in related scenario.
2.	Formulate hypothesis, design experiments, use appropriate tools and interpret the results.
3.	Demonstrate the precise understanding of the principles and theories of their discipline through experiments.
4.	Enhance the communicative skills and gain confidence to disseminate knowledge through oral/verbal communications effectively at various situations.
5.	Identify the different roles in an organizational structure of the work place and carry out multiple roles in social responsibilities.
6.	Increase self-awareness, set and pursue meaningful goals, and develop positive personal qualities such as self-esteem, positive attitude, self-discipline and self-motivation.

#### **PROGRAMME SPECIFIC OUTCOMES**

<b>PSO. NO.</b>	<b>UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO</b>	<b>PO MAPPED</b>
PSO - 1	Analyse the social, political, economic, cultural and religious conditions of the various dynasties of India, British India, Indian Constitution, Indian Administration and Indian Economy to acquire the special skill in the field of administration.	PO- 1, PO-2, PO-4
PSO - 2	Evaluate the History of World Civilizations and Europe in the world politics and compare the various types of constitution and the constitutional development in England.	PO- 1, PO-2
PSO - 3	Get knowledge on the principles of Economics, functions of banking system, development of Science and Technology, Tourism, the importance of Human Rights and equip with computer knowledge and applications for all competitive examinations.	PO- 1, PO-4, PO-5
PSO - 4	Recognize the sacrifice of the freedom fighters in the National Movement and picturize the traditional values in the right perception on Women Studies and Women Entrepreneurship.	PO- 1, PO- 5, PO- 6
PSO - 5	Participate in discussions by listening to others perspectives, asking productive questions, articulating original ideas, correspond efficiently with good vocabulary, realize the need of historical research and excel in General Studies for Competitive Examinations.	PO- 2, PO- 5, PO- 6

**PAPER I: LIFE OF MAHATMA GANDHI - CCHYGT01**

**Code: CCHYGT01**

**Hours: 1**

**Credit: 1**

**COURSE OUTCOMES:**

CO. NO	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Gain Knowledge on the Early Life of Mahatma Gandhi	PSO - 5	K
CO-2	Analyse the racial equality and Mahatma Gandhi's Experience in South Africa	PSO - 5	An
CO-3	Explain the role of Mahatma Gandhi in Indian Freedom Struggle	PSO - 2	Ap
CO-4	Assess the constructive works of Mahatma Gandhi in Indian Nationalism	PSO - 2	Ap
CO-5	Discuss the major Incidents from the Life of Mahatma Gandhi	PSO - 5	Ap

**RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

		PAPER I: LIFE OF MAHATMA GANDHI - CCHYGT01										Hours: 1
Code: CCHYGT01												Credits: 1
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 2	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 3	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 4	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 5	5	5	5	5	5	5	4	5	4	3	3	4.45
<b>Overall Mean Score</b>											<b>4.45</b>	

**Result:** The score for this course is High

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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**UNIT I**

Family background and beginnings of the Mahatma - Birth and childhood - Education and family life - lessons learned - The London Experience

**UNIT II**

Making of the Mahatma: Gandhi in South Africa - From a barrister to a people's leader - Towards racial equality - From family life to ashram life - Birth of Satyagraha and constructive work - experiments with truth

**UNIT III**

Beginnings of Indian Freedom Struggle: Early resistances and 1857 Revolt - Birth of Indian National Congress: Moderates, Extremists and Terrorists - Gandhi leads the nation in a new direction - Early micro satyagrahas

**UNIT IV**

Mahatma Gandhi leads the Freedom struggle to victory: Major satyagrahas - Constructive Work - Sabarmathi and Sevagram - Various currents of Indian Nationalism - Towards partition and freedom - The final martyrdom

**UNIT V**

Video shows on Gandhi - Field and life experiences - Incidents from the life of Gandhi that inspired and shaped your life.

**PAPER II: NON VIOLENCE AND SARVODAYA - CCHYGT02**

**Code: CCHYGT02**

**Hours: 1**

**Credit: 1**

**COURSE OUTCOMES:**

CO. NO	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO- 1	Gain Knowledge on Mahatma Gandhi's Non - violence	PSO - 5	As
CO-2	Discuss the Policies of Mahatma Gandhi on Truth and Action	PSO - 5	An
CO-3	Analyse Sarvodaya and Antyodaya	PSO - 5	K
CO-4	Assess the values introduced through Brahmacharya and Aparigraha	PSO - 5	Ap
CO-5	Relate violence and Truth in our day today life with the teachings of Gandhiji	PSO - 2	Ap

**RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

		PAPER II: NON VIOLENCE AND SARVODAYA - CCHYGT02										Hours: 1
Code: CCHYGT02												Credits: 1
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 2	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 3	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 4	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 5	5	5	5	5	5	5	4	5	4	3	3	4.45
<b>Overall Mean Score</b>											<b>4.45</b>	

**Result:** The score for this course is High

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I**

Meaning of Nonviolence (*ahimsa*): Nonkilling and noninjuring - Love, service and forgiving - Nonviolent Action: Peaceful resolution of conflict, nonviolent life style & constructive work and Satyagraha - Nonviolent values and ethics

## **UNIT II**

Truth: Absolute and Relative - Moving beyond falsehood, errors and mistakes - Truth and pluralism - Truth and action - Truth and Nonviolence

## **UNIT III**

Sarvodaya (welfare of all at all levels) and Antyodaya (welfare of the last first) - Means and Ends - Removal of untouchability - Communal Harmony - Uplift of Women

## **UNIT IV**

Removal of poverty: Full & total appropriate employment - Self-dependence, Self-reliance, Swaraj and Swadeshi (love thy neighbour) - Self-control and Sublimation (*brahmacharya*) - Simple and Ethical living - *Aparigraha* (nonpossession) and Trusteeship (stewardship) - Appropriate and Holistic Science and Technology.

## **UNIT V**

Place of Nonviolence and truth in our day to-day life and ways to enhance them - learn and practice three skills which would enhance your self-reliance and ability to help (serve) others in need - Resolve conflicts peacefully - Experience inter-religious relationships, dialogue and prayers.

## RECOMMENDED BOOKS

### PAPER I

Mahatma Gandhi	:	An Autobiography சத்திய சோதனை
R. Nanda	:	Mahatma Gandhi - A Biography
டி.டி. திருமலை	:	காந்தி
கல்கி	:	மாந்தருள் ஒரு தெய்வம்
திரு.வி.க.	:	காந்தியடிகளும் மனித வாழ்க்கையும்
ஜெயகாந்தன்	:	வாழ்விக்க வந்த காந்தி
J.B. Kriplani	:	Gandhi His Life and Thought
லூயி பிஷர்	:	மகாத்மா காந்தி
Louis Fischer	:	The Life of Mahatma Gandhi
பா. ஆனந்தி, மங்களவதி கேப்ரியல் &	:	காந்திய சிந்தனை வினா-விடை
வி.ஏ. வித்யா	:	(Gandhian Thought Quiz)
சி. பெரிதாய் & பா. ஆனந்தி	:	மகாத்மா காந்தியடிகளின் காலம்

### PAPER II

M.K. Gandhi	:	Sarvodaya
_____	:	Nonviolence in Peace and War (2 Vols)
_____	:	Truth is God
Richard B. Gregg	:	Power of Nonviolence
மு. வசந்தா (பதி.)	:	சர்வோதயம்
R.R. Diwakar	:	The Saga of Satyagraha
ச. செயப்பிரகாசம்	:	அகிம்சை

### COURSE BOOK:

மகாத்மா காந்தியின் வாழ்வும் அறவியலும் - டாக்டர் பா. ஆனந்தி & டாக்டர் ச. செயப்பிரகாசம்  
Life and Values of Mahatma Gandhi - Dr. B. Ananthi & Dr. S. Jeyapragasam



தாள் I - மகாத்மா காந்தியின் வாழ்வு - CCHYGT01

Code: CCHYGT01

Hours: 1

Credit: 1

**COURSE OUTCOMES:**

CO. NO	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO- 1	Gain Knowledge on the Early Life of Mahatma Gandhi	PSO - 5	K
CO-2	Analyse the racial equality and Mahatma Gandhi's Experience in South Africa	PSO - 5	An
CO-3	Explain the role of Mahatma Gandhi in Indian Freedom Struggle	PSO - 2	Ap
CO-4	Assess the constructive works of Mahatma Gandhi in Indian Nationalism	PSO - 2	Ap
CO-5	Discuss the major Incidents from the Life of Mahatma Gandhi	PSO - 5	Ap

**RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

Code: CCHYGT01		தாள் I - மகாத்மா காந்தியின் வாழ்வு - CCHYGT01										Hours: 1
Code: CCHYGT01												Credits: 1
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 2	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 3	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 4	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 5	5	5	5	5	5	5	4	5	4	3	3	4.45
<b>Overall Mean Score</b>											<b>4.45</b>	

**Result:** The score for this course is High

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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### அலகு 1

குடும்ப பின்னணியும் மகாத்மாவின் தொடக்கமும் - பிறப்பும் குழந்தைப் பருவமும் - கல்வியும் குடும்ப வாழ்வும் - கற்ற பாடங்கள் - இலண்டன் அனுபவங்கள்.

### அலகு 2

மகாத்மா உருவாகிறார் - தென்னாப்பிரிக்காவில் காந்தி - பாரிஸ்டரிலிருந்து மக்கள் தலைவராக - இன சமத்துவத்தை நோக்கி - குடும்ப வாழ்விலிருந்து ஆசிரம வாழ்வுக்கு - சத்தியாகிரகம் மற்றும் தீர்மானப்பணியின் தொடக்கம் - சத்திய பரிசோதனைகள்.

### அலகு 3

இந்திய விடுதலைப் போராட்டத்தின் தொடக்கம் - ஆரம்ப கால எதிர்ப்புகளும் 1857 எழுச்சியும் - இந்திய தேசிய காங்கிரசின் தொடக்கம் - மிதவாதிகள், தீவிரவாதிகள் மற்றும் பயங்கரவாதிகள் - காந்தி நாட்டை புதிய திசையில் நடத்துகிறார் - ஆரம்ப வட்டார சத்தியாகிரங்கள்.

### அலகு 4

மகாத்மா காந்தி இந்திய விடுதலைப் போராட்டத்தை தலைமையேற்று நடத்துகிறார் - தேசிய சத்தியாகிரங்கள் - நிர்மாணப் பணிகள் - சபர்மதியும் சேவாகிராமும் - இந்திய தேசியத்தின் பல்வேறு போக்குகள் - பிரிவினையும் விடுதலையும் - மகத்தான உயிர் தியாகம்.

### அலகு 5

காந்தியைப் பற்றிய படங்கள் - கள மற்றும் வாழ்க்கை அனுபவங்கள் - உங்களது வாழ்வை பரவசப்படுத்திய, உருக்கிய மகாத்மா காந்தியின் வாழ்க்கை நிகழ்ச்சிகள்.

தாள் II - அகிம்சையும் சர்வோதயமும் - CCHYGT02

Code: CCHYGT02

Hours: 1

Credit: 1

**COURSE OUTCOMES:**

CO. NO	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Gain Knowledge on Mahatma Gandhi's Non - violence	PSO - 5	As
CO-2	Discuss the Policies of Mahatma Gandhi on Truth and Action	PSO - 5	An
CO-3	Analyse Sarvodaya and Antyodaya	PSO - 5	K
CO-4	Assess the values introduced through Brahmacharya and Aparigraha	PSO - 5	Ap
CO-5	Relate violence and Truth in our day today life with the teachings of Gandhiji	PSO - 2	Ap

**RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

		தாள் II - அகிம்சையும் சர்வோதயமும் - CCHYGT02										Hours: 1
Code: CCHYGT02												Credits: 1
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 2	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 3	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 4	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 5	5	5	5	5	5	5	4	5	4	3	3	4.45
<b>Overall Mean Score</b>											<b>4.45</b>	

**Result:** The score for this course is High

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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### அலகு 1

அகிம்சையின் பொருள் - கொல்லாமையும் துன்பம் செய்யாமையும் - அன்பு, தொண்டு மற்றும் மன்னித்தல் - அகிம்சைச் செயல்- அமைதி வழியில் சிக்கல் தீர்வு, அகிம்சை வாழ்வியலும் நிர்மாணப்பணியும், சத்தியாகிரகம் - அகிம்சை அறவியலும் விழுமியங்களும்.

### அலகு 2

உண்மை : பேருண்மையும் (முழுமை உண்மையும்) சார்பு உண்மையும்- பொய்மைகள், தவறுகள் மற்றும் குற்றங்களுக்கு அப்பால் செல்லுதல் - உண்மையும் பன்மியமம் - உண்மையும் செயலும் - உண்மையும் அகிம்சையும்.

### அலகு 3

சர்வோதயமும் (அனைவரின் நலம் அனைத்து நிலைகளிலும்) அந்தியோதயமும் (கடையவர் நலன் முதலில்) - குறிக்கோளும் வழிமுறையும் - தீண்டாமை நீக்கம் - சமூக ஒற்றுமை - மகளிர் முன்னேற்றம்.

### அலகு 4

வறுமை நீக்கம் : முழுமையான ஏற்புடைய வேலை வாய்ப்பு - தற்சார்பும் தன்னிறைவும், சுயராஜ்ஜியம் மற்றும் சுதேசி (அயலவரை நேசி) - புலனடக்கமும் மேன்மையாக்கமும் (பிரம்மச்சரியம்) - எளிய மற்றும் அறவியல் வாழ்வு உடைமையின்மையும், அறங்காவலர் நெறியும் - ஏற்புடைய மற்றும் முழுமை அறிவியலும் தொழில் நுட்பமும்.

### அலகு 5

நமது அன்றாட வாழ்வில் அகிம்சையும் உண்மையும் பெறுமிடமும் அதனை மேம்படுத்தும் வழிகளும் - உங்களது தற்சார்பையும் தேவையில் பிறருக்கு உதவும் ஆற்றலையும் வளர்க்கும் ஏதாவது மூன்று திறன்களைக் (Skills) கற்றல் - அமைதி வழியில் சிக்கல் தீர்வு அனுபவங்கள் - சர்வசமய நட்புறவு, உரையாடல் மற்றும் வழிபாட்டு அனுபவம் பெறல்.

**SKILL DEVELOPMENT PROGRAMME (SDP)**  
**LIBRARY AND INFORMATION SCIENCE**  
**THEORY PAPER & PRACTICAL**  
**PROGRAMME OUTCOMES (PO)**

PO. NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO
1.	Think critically, evaluate analytically and apply the expertise of their discipline worldwide.
2.	Enhance the communicative skills and gain confidence to disseminate knowledge through oral/verbal communications effectively at various situations.
3.	Express the cultural and environmental diversity that they have been exposed in various studies.
4.	Identify the different roles in an organizational structure of the work place and carry out multiple roles in social responsibilities.
5.	Develop higher-order thinking, problem solving and self-direction skills through effective use of technologies and other resources.
6.	Increase self-awareness, set and pursue meaningful goals, and develop positive personal qualities.

**THEORY PAPER & PRACTICAL**  
**PROGRAMME SPECIFIC OUTCOMES (PSO)**

PSO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PO MAPPED
1.	Have knowledge about the Library Resources and Services.	PO-2, PO-5
2.	To get Equipped with capabilities required for placement in Libraries	PO-2, PO-5
3.	To Use maximum of resources available in the Library.	PO-1
4.	Get the basic practical approaches to use online resources.	PO-5, PO-6
5.	Familiarize with the Principles of Management in Library Services.	PO-4

**OBJECTIVES:**

- To familiarize the students with the methods of maintaining Library Resources and Services.
- To equip them with capabilities required for placement in Libraries.

**TEACHING HOURS**

The Certificate course will be conducted in 60 contact hours per year as follows

Theory = 30 Hours  
 Practical = 30 Hours

**ELIGIBILITY**

Any III U.G. and any P.G. Student

**SYLLABUS**  
**THEORY PAPER**

Code: 20GL1SD01

Hours: 2  
Credit: 1

**COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Have knowledge about the various types of Libraries.	PSO - 1	K
CO - 2	Understand the various kinds of Reference sources available in the Library	PSO - 1	C
CO - 3	Get the analytical approaches to classify and Arrange the reading materials in Library	PSO - 2	An
CO - 4	Apply various methods to search the reading material and thereby get it at the earliest	PSO - 3	Ap
CO - 5	To Acquire knowledge about the managerial principles and techniques in Libraries.	PSO - 5	K

**RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES**

Code: 20GL1SD01		THEORY PAPER										Hours: 2
												Credit: 1
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	4	4	4	4	4	3	4	4	4	4	3.82
CO - 2	4	4	4	4	4	4	4	4	4	4	4	4
CO - 3	3	3	4	4	4	3	3	4	4	3	3	3.45
CO - 4	4	4	4	4	4	4	4	4	4	4	4	4
CO - 5	4	4	4	3	3	3	3	3	4	4	4	3.55
<b>Overall Mean Score</b>											<b>3.76</b>	

**Result:** The score for this course is **3.76** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **UNIT I: LIBRARY AND SOCIETY**

Five Laws of Library Science - Extension services - Types of Library - Orientation to Library Staff and Students

## **UNIT II: INFORMATION SOURCES & SERVICES**

Information - Reference Service, Definition, Kinds - Kinds of Sources of Information - Standard Ready Reference Sources - Bibliography - Definition, Types - Abstract: APA style.

## **UNIT III: CLASSIFICATION THEORY**

Library classification - Definition, need and purposes - Colon Classification 6<sup>th</sup> Edition and Dewey Decimal Classification 20<sup>th</sup> Edition : General features.

## **UNIT IV: CATALOGUING THEORY**

Definition, objectives and functions of catalogue - Physical and inner forms of catalogue - OPAC

## **UNIT V: LIBRARY MANAGEMENT**

Principles of Management - Library Rules - Library routines (Selection, Acquisition, Technical processing) - Circulation Systems(Charging & Discharging), Automated charging system - Preservation of reading materials

## **UNIT VI: INFORMATION TECHNOLOGY**

Computer application to Library work - Internet: General features, Search engines -e-resources - E-Library / Digital Library - INFLIBNET N-List, SHODHSINDH

## PRACTICAL PAPER

**Code: 20GL1SDP1**

**Hours: 2**

**Credit: 1**

**COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Apply colon classification scheme in classifying the reading materials.	PSO - 2	Ap
CO - 2	Analyse the title according to Dewey Decimal Classification Scheme.	PSO - 2	An
CO - 3	Synthesis code for the book title according to colon Classification.	PSO - 5	S
CO - 4	Apply code for the book title according to Dewey Decimal Classification.	PSO - 2	Ap
CO - 5	Get practical approaches to search and download online resources.	PSO- 2	Ap

### RELATIONSHIP MATRIX FOR COURSE OUTCOMES, PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

Code: 20GL1SDP1		PRACTICAL PAPER										Hours: 2
												Credit: 1
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	3	4	4	4	4	3	4	4	4	3	3.64
CO - 2	4	3	4	4	4	4	4	4	3	4	4	3.82
CO - 3	4	4	4	4	4	3	3	4	4	3	3	3.64
CO - 4	3	4	4	4	4	4	4	4	4	4	4	3.91
CO - 5	3	4	4	3	3	3	3	3	4	4	4	3.45
<b>Overall Mean Score</b>											<b>3.69</b>	

**Result:** The score for this course is **3.69** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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Colon Classification -6<sup>th</sup> edition, Main Classes

1. Dewey Decimal Classification 20<sup>th</sup> edition - I, II & III Summary
2. Computer - Internet searching and to download information
3. INFLIBNET N-List - Searching process

**BOOKS FOR REFERENCE:**

1. Library Organisation and Decision Making - J. B.Sharma - Pointer Publishers, Jaipur - 2008
2. Library and Information Science - C.K. Sharma, Akhil Kumar Singh and Rakesh Kumar- Atlantic publishers & distributors (P) Ltd. - 2008
3. Reference Service - Mr. Krishan Kumar
4. Basics of Library and Information Science - K.T.Dilli, Vikas Publishing.
5. Preservation of Library, Archival and Digital Documents - L.S.Ramaiah & G. Sujatha - ESS ESS Publications, New Delhi - 2008
6. E-Libraries in Computer age - C.Praveen S ingh - Alfa publications, New Delhi - 2008
7. Colon Classification - S.R.Ranganathan - 6<sup>th</sup> Edition - Asia publishing house, New Delhi - 1960
8. Dewey Decimal Classification - Edited by John P Comaromi etc. - 20<sup>th</sup> Edition - Forest press, New York - 1989

### **EVALUATION METHOD**

<b>Theory Paper</b> <b>Code : 20GL1SD01</b>		<b>Practical Paper</b> <b>Code : 20GL1SDP1</b>	
Internal	25 Marks	Internal	50 Marks
External	75 Marks	External	50 Marks
<b>Total</b>	<b>100 Marks</b>	<b>Total</b>	<b>100 Marks</b>

### **QUESTION PATTERN**

#### **THEORY PAPER - EXTERNAL QUESTION PATTERN - 75 MARKS**

##### **Part - A**

Multiple Choice Questions 1 × 10 = 10 Marks

From all units

##### **Part - B**

Paragraph Questions - 4 out of 6 4 × 5 = 20 Marks

From all units

##### **Part - C**

Essay in 400 words - 3 out of 6 3 × 15 = 45 Marks

From all units

## DEPARTMENT OF HINDI

### PART I - HINDI - COURSE PATTERN (2020- 2023)

Part	Sem.	Code	Title of the Paper	Hours	Credits
I	I	20GH1GS01	Paper - I - Prose, Short Story and Grammar - I	5	3
	II	20GH2GS02	Paper - II - Novel, One act Play, and Grammar - II	5	3
	III	20GH3GS03	Paper - III Poetry and History of Hindi Literature, Alankar	5	3
	IV	20GH4GS04	Paper IV - General Essay, Technical Hindi, Translation, and Letter Writing	5	3
			<b>Total</b>	<b>20</b>	<b>12</b>

### TESTING AND EVALUATION

Course	Continuous Internal Assessment	Semester Examination
Hindi	40%	60%

#### Continuous Internal Assessment

Continuous Assessment will be carried out by the Course Teachers. The components of CIA are as follows:

Components	Marks
Test -I	30
Test -II	30
Seminar/Quiz	10
Assignment	05
Attendance	05
<b>Total</b>	<b>*80</b>

\* The total internal marks obtained for 80 will be converted into marks obtained for 40.

### HINDI - EXTERNAL QUESTION PATTERN

**Time: 3 Hours**

**Marls: 60**

Section A: (One Word / Sentence)

10 x 1 = 10 Marks

Section B: (Paragraph / Annotation)

4 x 5 = 20 Marks

Section C: (Essay)

3x 10 = 30 Marks

## PAPER I - PROSE, SHORT STORY AND GRAMMAR - I

**Semester: I**

**Hours: 5**

**Code : 20GH1GS01**

**Credits: 3**

**1. Prose** : Naveen Hindi Patamala Part-3

Published by Dakshina Bharathi Hindi Prachar Sabha,  
Thyagaraya Nagar, Chennai - 600 017.

The following Lessons have been prescribed

- a) Shiraj Ki Gurubhakthi
- b) Shri Krishn
- c) Gupth Rupya
- d) Karmaveer Kamaraj

**2. Short Story** : Kahani Manjari

Edited by : Dakshin Bharath Hindi Prachar Sabha,  
Thyagaraya Nagar, Chennai - 600 017.

The following short stories have been prescribed

- a) Badegar kee beti - Premchand
- b) Thayee - Vishwamranava  
Shrama Kaushik
- c) Paanch minute - Mohanlalji Mahato yogi
- d) Usne Kaha tha - Chandra dharshama  
Guleri

**3. Grammar I** : Vyakaran Pradeep Published by Ramdev, Hindi Bhaan,  
63, Tagore Nagarm Allahabad -2

The following topics have been prescribed

- a) Noun
- b) Gender and Number
- c) Pronoun
- d) Adjectives

**PAPER II - NOVEL, ONE ACT PLAY AND GRAMMAR - II**

**Semester: II**

**Hours: 5**

**Code : 20GH2GS02**

**Credits: 3**

- 1. Novel** : Nirmala (Abridged version)  
by Premchand, Hamsa Prakashan Allahabad
- 2. One Act Play** : Aadarsh Ekanki  
Published by Dakshina Bharath Hindi Prachar  
Sabha,  
Thyagaraya Nagar, Chennai - 600 017.  
The following Ekankies have been prescribed
- a) Doosra din - Kanchanlatha sabbarval
  - b) Rajpoothri Ka badla - Divjendralal Rai
- 3. Grammar** : Ramdev, Published by Hindi Bhavan,  
63 Tagore Nagar, Allahabad - 2  
The following topics have been prescribed
- a) Verb
  - b) Tense and Voice
  - c) Adverb
  - d) Prepositions
  - e) Conjunctions
  - f) Interjunctions

## **PAPER III - POETRY AND HISTORY OF HINDI LITERATURE, ALANKAR**

**Semester: III**

**Hours: 5**

**Code : 20GH3GS03**

**Credits: 3**

### **1. POETRY:**

Kavya Saurab Published by Dakshina Bharatha Hindi Prachar Sabha, T. Nagar, Chennai - 600 017.

The following poems have been prescribed

1. Sachche Devtha - Ayodhya Singh Upadhyay Harioudh
2. Murjhaphool
3. Vivshtha
4. Badal - Sumitranandan Panth
5. Vasanth Aayaa
6. Deep Koi jal raha hai
7. Kabir Ke Dohe - 5 numbers
8. Tulasi Ke Dohe - 5 numbers
9. Raheem Ke Dohe - 5 numbers
10. Bihari Ke Dohe - 5 numbers

### **2. HISTORY OF HINDI LITERATURE:**

Hindi Sahitya Ka Ithas by Rajanath Sharma Vinod Pushhak Mandir, Agra - 2

The following topics have been prescribed Salient features of Aadikl Bakthikal (Gyan marg, Premmag, Rambakthi, Krishnabakthi and Reethika.

Short Notes from Adunikkal: Chayavad, Pragathivad, Mythili Sharan, Gupta, Dinkar Premchand Pant Prasad, Ramachandra Shukla

### **3. ALANKAR:**

Ras chand Alankar Chandrika Karnataka Mahila Hindi Seva Samithi, Chamarajpet, Bangalore - 560 008. The following Alankars have been prescribed Anupras, Yamak, Vakrokthi, Upama, Virodabhas.

**PAPER - IV - GENERAL ESSAY, TECHNICAL HINDI, TRANSLATION AND  
LETTER WRITING**

**Semester: IV**

**Hours: 5**

**Code : 20GH4GS04**

**Credits: 3**

**1. General Essay:**

Nibandh Praveshika, Dakshin Bharath Hindi Prachar Sabha T.Nagar, Chennai - 600  
017

The following Sahityotar (General) essay have been prescribed

- a. Anushashan
- b. Parishram Ka Mahatva
- c. Paropkar
- d. Bharat Ki Kalatmak Ekta
- e. Nari Ka Karthavye Aur Adhikaar

**2. Translation:** Anuvad Abyas - III ( 1-5 Lessons) English to Hindi, Hindi to  
English Published by Dakshina Bharath Hindi Prachar Sabha  
T.Nagar, Chennai - 600 017.

**3. Technical Hindi:** Karyalaya Sahayika, Kendriya Sachivalaya  
Hindi Parishad NewDelhi, Hindi Vathayan  
Dr. K. Chandra Mohan, Viswa Vidyalaya Prakashan  
Varanashi

Banking Terms : 50 only

Nemikaryalaya Tippani : 50 only

Name of the Ministries : 33 only

**4. Letter Writing:** Pramanik Alekan Aur Tippan Prof Viraj M.A. Kashmirmgate,  
Delhi - 110 006  
PaariVarik Patra, Avedan Patra, Sampathak ke naam Patra,  
Padhadhikariyon ke naam Patra