

**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

B. COM.

DEPARTMENT OF COMMERCE

PROGRAMME OUTCOMES - U.G.

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.

PROGRAMME SPECIFIC OUTCOMES - U.G.

PSO. NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO	PO MAPPED
1.	Gain knowledge on multi disciplines, namely, accounting, finance, marketing, statistics, business mathematics, business law, Indian Taxation, banking and insurance, computer application in business, accounting software and the like.	PO-1
2.	Apply appropriate problem-solving techniques in emerging business areas.	PO-5
3.	Become business professional by equipping with managerial skills.	PO-6
4.	Explore comprehensive knowledge on all subjects to pursue higher education/ write competitive exams.	PO-2
5.	Become a creative and innovative entrepreneur in the present competitive scenario.	PO-4

UG COURSE PATTERN - 2020 - 2023 (UGC/ TANSICHE/ MTU)

Sem.	Part	Code	Title of the Course	Hours	Credit
I	I	20GT1GS01/	Tamil - I	6	3
		20GH1GS01/	Hindi - I		
		20GF1GS01	French - I		
	II	20GE1GS01	English - I	6	3
	III	20CO1MC01	Financial Accounting - I	5	4
		20CO1MC02	Principles of Management	4	3
		20CO1AC01	Introduction to Indian Economy	5	4
	IV	20CO1AE01	Ability Enhancement Compulsory Course (AECC)- 1: Professional English	2	2
		20SE1CE1C	Skill Enhancement Compulsory Course (SECC)- 1: Computer Education - MS - Office	2	2
	V	20STPNS01/ 20STPNC01/ 20STPPE01/ 20STPCC01/ 20STPRR01/ 20STPRC01/	Students Training Programme: National Service Scheme/ National Cadet Corps/ Physical Education/ Consumer Club/ Red Ribbon Club/ Youth Red Cross/	-	-
	Total				30
II	I	20GT2GS02/	Tamil - II	6	3
		20GH2GS02/	Hindi - II		
		20GF2GS02	French - II		
	II	20GE2GS02	English - II	6	3
	III	20CO2MC03	Financial Accounting- II	5	5
		20CO2MC04	Principles of Marketing	4	3
		20CO2AC02	Managerial Economics	5	4
	IV	20AE2ES02	Ability Enhancement Compulsory Course (AECC)- 2: Environmental Studies	2	2
20SE2CB02		Skill Enhancement Compulsory Course (SECC)- 2: Capacity Building	2	2	

Sem.	Part	Code	Title of the Course	Hours	Credit	
II	V	20STPNS01/	Students Training Programme: National Service Scheme/ National Cadet Corps/ Physical Education/ Consumer Club/ Red Ribbon Club/ Youth Red Cross/	-	-	
		20STPNC01/				
		20STPPE01/				
		20STPCC01/				
		20STPRR01/				
		20STPRC01/				
			Total	30	22	
III	I	20GT3GS03/	Tamil - III	6	3	
		20GH3GS03/	Hindi - III			
		20GF3GS03	French - III			
	II	20GE3GS03	English - III	6	3	
	III	20CO3MC05	Modern Banking	5	5	
	III	20CO3MC06	Insurance and Risk Management	4	3	
	III	20CO3AC03	Statistical Methods	5	4	
	III	III	20CO3DE1A/	Discipline Specific Elective - 1 Retail Marketing/ Services marketing Tourism Marketing	4	3
			20CO3DE1B			
			20CO3DE1C			
V		20STPNS01/	Students Training Programme: National Service Scheme/ National Cadet Corps/ Physical Education/ Consumer Club/ Red Ribbon Club/ Youth Red Cross/	-	-	
		20STPNC01/				
		20STPPE01/				
		20STPCC01/				
		20STPRR01/				
		20STPRC01				
			Total	30	21	
IV	I	20GT4GS04/	Tamil - IV	6	3	
		20GH4GS04/	Hindi - IV			
		20GF4GS04	French - IV			
	II	20GE4GS04	English - IV	6	3	

Sem.	Part	Code	Title of the Course	Hours	Credit		
IV	III	20CO4MC07	Financial Accounting -III	5	5		
		20CO4MC08	Financial Management	4	3		
		20CO4AC04	Business Mathematics	5	4		
		20CO4DE2A/ 20CO4DE2B 20CO4DE2C	Discipline Specific Elective - 2 Entrepreneurship Development/ E-Commerce Bank Management	4	3		
	V		20STPNS01/ 20STPNC01/ 20STPPE01/ 20STPCC01/ 20STPRR01/ 20STPRC01/	Students Training Programme: National Service Scheme/ National Cadet Corps/ Physical Education/ Consumer Club/ Red Ribbon Club/ Youth Red Cross/	-	2*	
			20SLPEX01	Service Learning Programme - Extension JACEP	-	-	
			Total			30	21+2*
	V		III	20CO5MC09	Corporate Accounting	6	6
				20CO5MC10	Income Tax	6	6
				20CO5MC11	Legal Systems in Business	6	5
20CO5MC12		Auditing		4	3		
20CO5DE3A/ 20CO5DE3B 20CO5DE3C		Discipline Specific Elective - 3 Business Environment/ Consumer Behaviour International Business Management		4	3		
IV			20CO5GE01/ 20GE5NC01	Generic Elective-1 (NME) Advertising Media/ NCC - National Integration and Personality Development	2	2	
			20SE5AB03	Skill Enhancement Compulsory Course (SECC) -3: Aptitude Building	2	2	
V			20SLPEX01	Service Learning Programme- Extension JACEP	-	2*	
Total			30	27+2*			

Sem.	Part	Code	Title of the Course	Hours	Credit
VI	III	20CO6MC13	Cost & Management Accounting	6	5
	III	20CO6MC14	Corporate Law	6	5
	III	20CO6MC15	Corporate Communication	4	4
	III	20CO6MC16	Computerized Accounting Package (Lab)	6	6
	III	20CO6DE4A/ 20CO6DE4B 20CO6DE4C	Discipline Specific Elective - 4 Security Analysis & Portfolio Management / Financial Markets and Institutions/ Public Finance	4	3
	IV	20CO6GE02/ 20CO6NC02	Generic Elective - 1 (NME) Principles of Accountancy/ NCC - Organization and Health Programme in NCC	2	2
	IV	20SE6CO04	Skill Enhancement Compulsory Course (SECC) - 4: Women Entrepreneurship	2	2
V	20CO6SS01/ 20CO6SS02/ 20CO6SS03/ 20CO6SS04/ 20CO6SM01	Self Study Course: Human Resource Management / Rural Development Cooperative Management Business Organization MOOCs	-	2*	
			Total	30	28+2*
			Total	180	140+6*

*** Extra Credits - Self Study Course, MOOCs**

SKILL DEVELOPMENT PROGRAMME (SDP) (CERTIFICATE COURSE)

Code	Title of the Course	Hours	Credit
20CO1SD01	Skill Development Programme (SDP) Computerised Accounting (Lab)	60	2

CERTIFICATE COURSE ON GANDHIAN THOUGHT

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

Continuous Internal Assessment Component (CIA)**Theory:**

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

Continuous Internal Assessment Component (CIA)**Practical can be decided by the respective Dept.**

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

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

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

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

EXTERNAL QUESTION PATTERN

(MAXIMUM MARKS - 75)

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 Mark (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
Overall Means Score											3.83	

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 இண்டஸ்ட்ரியல் எஸ்டேட்,
அம்பத்தூர், சென்னை - 98
4ஆம் பதிப்பு - 2013.
3. சிவசூரியன் இ.ஆ.ப., - நிறைவாக வாழுங்கள்
நியூ செஞ்சுரி புக் ஹவுஸ் (பி) லிட்,
41-10 சிட்கோ இண்டஸ்ட்ரியல் எஸ்டேட்,
அம்பத்தூர், சென்னை - 98
மு.பதிப்பு - 2017.
4. கி. இராஜா - தமிழ் இலக்கிய வரலாறு
நியூ செஞ்சுரி புக் ஹவுஸ் (பி) லிட்,
41-10 சிட்கோ இண்டஸ்ட்ரியல் 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
Overall Mean Score											3.99	

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

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

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

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 × 1 = 5
2. Interpret the given Diagrammatic chart 1 × 5 = 5
3. Write a day's happenings as journal entry 1 × 5 = 5
4. Write a narrative essay of two to three paragraphs 1 × 5 = 5
(From Unit III)

PART - B

Answer the following

5 × 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. 10 × 1 = 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)

20 × 1 = 20

FINANCIAL ACCOUNTING - I

Semester: I

Hours: 5

Code : 20CO1MC01

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 - 3	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 : 20CO1MC01												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	2	4	2	3	2	5	4	4	4	4	3.36
CO - 2	2	3	3	2	4	3	4	5	4	5	4	3.55
CO - 3	3	2	3	3	2	5	5	4	4	5	4	3.64
CO - 4	2	4	2	2	4	4	4	4	5	4	5	3.64
CO - 5	3	4	4	3	4	4	4	5	5	4	5	4.09
Overall Mean Score											3.65	

Result: The score for this course is **3.65** (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- Cash Book. **(15 Hours)**

UNIT II

Errors - Types of Errors - Rectification of Errors - Suspense Account -Bank Reconciliation Statement. **(15 Hours)**

UNIT III

Accounts of Non-Trading Concerns - Receipts and Payments Account, Income and Expenditure Account- Balance Sheet. **(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)**

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.

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

PRINCIPLES OF MANAGEMENT

Semester: I

Hours: 4

Code : 20CO1MC02

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	PSO - 1	K
CO - 3	Apply the principles of Management in an organisation.	PSO - 2	K & Ap
CO - 4	Understand the importance of motivation and examine their leadership qualities.	PSO - 3	An & Sy
CO - 5	Manage the small and medium size enterprises.	PSO - 2	An & Sy

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

Semester: I		PRINCIPLES OF MANAGEMENT										Hours: 4
Code : 20CO1MC02												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	1	2	3	4	5	6	1	2	3	4	5	
CO - 2	5	2	4	5	3	3	4	2	5	2	4	3.54
CO - 3	4	2	3	5	3	2	4	3	5	1	4	3.27
CO - 4	4	2	4	4	2	2	3	2	5	2	5	3.18
CO - 5	4	2	3	5	3	5	4	2	5	2	5	3.63
Overall Mean Score											3.36	

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: INTRODUCTION TO MANAGEMENT AND ORGANISATION

Management - Meaning, Definition - Nature and Importance - Science or Art-
Functions - Organisation - Meaning - Types of Business Organization - 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 - 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 - Dinkar Pagare - Sultan Chand & Sons Chennai, 2015.
3. Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India, 8th edition, 1999.
4. Dr. S.C Saksena , "Principles of Management", Sathya Bhawan Publication, 2000.
5. Natarajan K and Ganesan K P, Principles of Management, Himalaya Publishing House, Mumbai, 2018.

INTRODUCTION TO INDIAN ECONOMY

Semester: I

Hours: 5

Code : 20CO1AC01

Credits: 4

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand different economic systems of the country and frame suitable economic policies for business units.	PSO - 1	K
CO - 2	Bridge the gap between theoretical perspectives of population problems and remedies for the problems.	PSO - 1	An
CO - 3	Gain knowledge on various employment generation schemes of both central and state governments and ways of reducing poverty.	PSO - 2	Ap
CO - 4	Know various agricultural pricing policies and government support schemes towards agriculture for starting agribusiness or farm business.	PSO - 2	Ap
CO - 5	Analyze the importance of planning and become good planner.	PSO - 3	An

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

Semester: I		INTRODUCTION TO INDIAN ECONOMY										Hours: 5
Code : 20CO1AC01												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	1	3	3	4	3	4	3	3	4	2	3.18
CO - 2	3	4	3	3	4	4	4	4	2	3	3	3.36
CO - 3	5	3	4	4	2	4	4	3	3	4	4	3.64
CO - 4	4	3	3	4	3	3	4	4	3	3	4	3.45
CO - 5	4	3	3	4	4	3	4	3	3	4	4	3.55
Overall Mean Score												3.43

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: INTRODUCTION

Features of Indian Economy- An Under developed Economy- Meaning, Definitions of Under development - Causes for Under development- A developing Economy- Meaning - Features -Mixed Economy-Meaning-Features-Merits and Demerits.
(15 Hours)

UNIT II: POPULATION IN INDIA

Population in India- Sex Ratio- Literacy level- Theory of demographic transition- Causes of the growth of population - effects of population on economic development - Population explosion- Remedies for population explosion- National population policy- Human Resource Devolvement-Meaning-Need- Highlights of New Education Policy 2020
(15 Hours)

UNIT III: NATIONAL INCOME AND CONCEPT OF POVERTY

National Income - Meaning and Definitions- Concepts - Gross National Product(GNP), Net National Product(NNP), Personal Income(PI), National Income(NI), Gross Domestic Product(GDP), Disposable Income(DI)and Per Capita Income (PCI) - Methods of NI measurement- Problems in measurement- Uses of National Income- Poverty- Meaning- Absolute and Relative Poverty- Causes for Poverty- Poverty Eradication and Employment Generation Programmes- National Rural Employment Programme (NREP) - Integrated Rural Developed Program(IRDP)-Training for Rural Youth Self Employment -Jawahar Rozgar Yojana -Prime Minister's Rozgar Yojana and Schemes for Providing Self-Employment to Educated Unemployed (SEEUY) - National Rural Employment Guarantee Act(NREGA).
(15 Hours)

UNIT IV: AGRICULTURE SECTOR AND INDIAN ECONOMY

Role of Agriculture sector in Indian economy- Agricultural production and productivity - Causes for low productivity in Agriculture- Green Revolution- Features - Achievements and failures - Agricultural price and price policy in India - Food problems - Meaning, aspects and causes-Establishing safety net among the poor through Public Distribution System in India.
(15 Hours)

UNIT V: PLANNING IN INDIA VS NITI AAYOG

Meaning and definitions of planning- General objectives of India's five year plan- Planning machineries- Democratic and Totalitarian planning-Achievements and targets of India's plans-Niti Aayog- Meaning-Formation- Components-Functions.
(15 Hours)

COURSE BOOK:

- Dr. N. Srinivasan, Economic Development of India, Meenakshi Pathipagam, Madurai, 2018.

BOOKS FOR REFERENCE:

1. Dr. S. Sankaran, Indian Economy, Policy and Problems, Margham Publications, Chennai, 2015.
2. Dr. S. Sankaran, International Business and Environment, Margham Publications, Chennai, 2012.
3. Dr. S. Sankaran, Agricultural Economy of India, Margham Publications, Chennai, 2015.
4. S.K. Misra and R.K. Puri, Indian Economy, Himalaya Publishing House, New Delhi, 2015.

PROFESSIONAL ENGLISH

Semester: I

Hours: 2

Code : 20CO1AE01

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 : 20CO1AE01												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
Overall Mean Score											3.68	

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

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

PROFESSIONAL ENGLISH - 20CO1AE01**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)

COMPUTER EDUCATION-MS-OFFICE

Semester: I

Hours: 2

Code : 20SE1CE1C

Credits: 2

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Acquire effective working knowledge of features that affect page layout of documents, create and modify tabs and tables	PSO-3	Ap
CO-2	Familiarise working on clipart, pictures and mail merge wizard	PSO-3	Ap
CO-3	Work efficiently on excel for mark entry, bill preparation and salary calculation	PSO-3	Ap
CO-4	Develop working knowledge in financial, statistical, date & time and chart wizard functions	PSO-3	Ap
CO-5	Use Power point application with effects and animation	PSO-3	Ap

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

Semester: I		COMPUTER EDUCATION-MS-OFFICE										Hours: 2
Code : 20SE1CE1C												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	4	5	5	5	5	5	4	4.55
CO - 2	4	4	3	4	5	4	5	5	5	5	4	4.36
CO - 3	4	3	4	4	5	4	5	4	5	5	4	4.27
CO - 4	4	3	4	5	5	4	5	4	5	5	4	4.36
CO - 5	5	4	3	4	5	4	5	4	5	5	4	4.36
Overall Mean Score												3.65

Result: The score for this course is **3.65** (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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WORD

1. Open a word document to prepare **Resume** by performing the following operations.
 - (a) Formatting the Text- Alignment & Font style
 - (b) Page setup (margin alignment, page height & width)
2. Create a student mark sheet using table, find out the total & average marks and display the result.
3. Design an invitation of programme inauguration function using different fonts, font sizes, bullets and Word Art/ Clip Art
4. Mail Merge Concept
 - (a) Prepare an invitation and to be sent to specific addresses in the data source.

EXCEL

1. Create suitable work sheet with student mark details and use Data sort to display results and make out a suitable chart.
2. Create suitable work sheet with Date and Time, Statistical and Financial functions in Excel.
3. Prepare Salary Bill in a Worksheet showing Basic Pay, DA, HRA, Gross Salary, PF, Tax and Net Salary using suitable Excel Functions.
4. Prepare Electricity Bill Calculation using Excel

POWER POINT

1. Create a power point presentation to explain various aspects of college using auto play.
2. Create a power point presentation to explain the sales performance of a company over a period of five years. Include slides covering the profile of the company, year wise sales and graph with gridlines, legends and titles for axes. Use Clip Art and animation features.
3. Create a power point presentation to explain the product details of a Company using smart art, and Transition effects.

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 COs
	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
Overall Means Score											3.98	

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, நியூசெஞ்சரி 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
Overall Mean Score											3.72	

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
- 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
- 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
- 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.
- Grammar in Context
 - a. Idioms and phrasal verbs
 - b. Second and third conditional

UNIT III**18 Hours**

1. Speaking and Listening
 - a. Note making
- 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
- 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
- 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 : 20CO2MC03

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 - 3	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 : 20CO2MC03												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	3	2	4	2	3	2	5	4	4	4	4	3.36
CO - 2	2	3	3	2	4	3	4	5	4	5	4	3.55
CO - 3	3	2	3	3	2	5	5	4	4	5	4	3.64
CO - 4	2	4	2	2	4	4	4	4	5	4	5	3.64
CO - 5	3	4	4	3	4	4	4	5	5	4	5	4.09
Overall Mean Score											3.65	

Result: The score for this course is **3.65** (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

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. **(15 Hours)**

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.

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

PRINCIPLES OF MARKETING

Semester: II

Hours: 4

Code : 20CO2MC04

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 warehousing	PSO - 3	Ap
CO - 4	Acquire knowledge on Standardisation	PSO - 3	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 : 20CO2MC04												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	4	4	4	3	3	4	2	5	4	3.64
CO - 2	4	5	3	4	2	4	3	5	4	3	4	3.73
CO - 3	3	5	2	4	3	4	5	4	3	4	4	3.73
CO - 4	5	4	2	4	3	4	5	3	4	4	4	3.82
CO - 5	4	2	3	4	5	4	3	4	3	4	3	3.55
Overall Mean Score											3.69	

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

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 REFERENCE:

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

MANAGERIAL ECONOMICS

Semester: II

Code : 20CO2AC02

Hours: 5

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 internal and external environment influencing business.	PSO - 1	K
CO-2	Acquire knowledge on consumer behaviour with respect to changes in demand and frame suitable sales policies.	PSO - 1	K
CO-3	Acquire basic frame suitable production policies and sales knowledge of elasticity of demand and techniques.	PSO - 2	Ap
CO-4	Identify the objectives of pricing and methods and frame appropriate price policies.	PSO - 2	An
CO-5	Determine profit targets, techniques and sources and prepare different profit planning methods.	PSO - 2	C

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

Semester: II		MANAGERIAL ECONOMICS										Hours: 5
Code : 20C02AC02												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	4	3	4	3	4	3	5	4	3	4	2	3.55
CO - 2	3	4	3	3	2	4	3	2	3	2	3	2.91
CO - 3	3	2	4	3	4	4	3	4	3	3	3	3.27
CO - 4	4	3	3	4	4	3	4	3	3	3	4	3.45
CO - 5	4	3	3	4	4	3	4	3	3	4	4	3.55
Overall Mean Score											3.34	

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 INTRODUCTION

Definitions of economics (wealth, welfare and scarcity definitions only) and managerial economics-Nature and scope of managerial economics- Difference between economics and traditional economics-Relation of managerial economics to other subjects-Role of a managerial economist. **(15 Hours)**

UNIT II CONSUMER BEHAVIOUR

Utility -Meaning and Types- Approaches -Cardinal and Ordinal Utility-The law of Diminishing-Marginal Utility-The law of Equi Marginal Utility- Demand- Meaning- Law of Demand -Exception to the Law of Demand-Determinants-Extension and Contraction of Demand-Consumer surplus. **(15 Hours)**

UNIT III ELASTICITY OF DEMAND

Meaning-Definitions-Types-Price elasticity-Meaning, types, Factors determining elasticity of demand-Methods of measuring elasticity - Income elasticity-Meaning and uses-Cross elasticity -Meaning types and uses-Advertising elasticity-Types and factors influencing advertising elasticity. **(15 Hours)**

UNIT IV PRICING POLICIES AND METHODS

Meaning-Objectives of pricing policy- Factors influencing pricing policy-Pricing methods- Full cost pricing- Marginal cost pricing- Target pricing- Differential pricing (Types and objectives only)-Peak load pricing- Cyclical pricing- Administered pricing- Dual pricing. **(15 Hours)**

UNIT V PROFIT ANALYSIS

Meaning-objectives-Accounting and economic profit-Profit planning-Meaning - Reasons for profit planning-Methods of profit planning and control-Profit budget-meaning and uses- Break Even Point-Determinants-Uses -Limitations-Profit forecasting. **(15 Hours)**

COURSE BOOK:

- N. Srinivasan, Managerial Economics, Meenakshi Pathippagam, Madurai, 2018.

BOOKS FOR REFERENCE:

1. R. Cauvery, Dr. M. Girija and Dr. R. Meenakshi, Managerial Economics, S. Chand & Company Ltd, New Delhi, 2014.
2. R.L Varshney & K.L. Maheswari, Managerial Economics, Sultan Chand & Sons, New Delhi, 2013.
3. Dr. M. John Kennedy, Fundamental of Business Economics, Britto Publishing House, Madurai, 2011.
4. S.Sankaran, Micro Economics, Margham Publications, Chennai, Seventh edition 2014.
5. Sankaran, Business Economics, Margham Publications, Chennai, 2014.

**ENVIRONMENTAL STUDIES
PROGRAMME OUTCOMES**

PO. NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO
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.

PROGRAMME SPECIFIC OUTCOMES

PSO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PO MAPPED
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
Overall Mean Score for COs												3.92

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:

Component	Marks
Internal test I	40
Internal test II	40
Quiz	10
Assignment	5
Attendance	5
Total	100

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

PO. NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO
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

PSO. NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO	PO MAPPED
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
Overall Mean Score											4.01	

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 Breae 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://ifflab.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 MxtQ9 NdRd5yAxYrxkRsqcvw iae@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
Total	100

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
Overall Mean Score											3.16	

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,

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

MODERN BANKING

Semester: III

Hours: 5

Code : 20CO3MC05

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 - 1	K
CO - 2	Understand the classification of banks.	PSO - 1	K
CO - 3	Acquire knowledge on different banking systems.	PSO - 2	An
CO - 4	Comprehend the knowledge about the recent trends in banking.	PSO - 3	Ap
CO - 5	Apply theoretical knowledge on banking in real life situations.	PSO - 2	C

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

Semester: III		MODERN BANKING										Hours: 5
Code : 20CO3MC05												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	2	4	4	3	5	2	2	3	4	3.36
CO - 2	5	3	2	4	4	3	5	2	2	3	4	3.45
CO - 3	4	4	3	3	5	3	4	5	2	4	3	3.63
CO - 4	3	3	4	3	5	3	4	3	5	4	3	3.63
CO - 5	3	2	3	3	5	3	4	5	4	4	3	3.45
Overall Mean Score											3.53	

Result: The score for this course is **3.53** (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 REFERENCES:

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.

INSURANCE AND RISK MANAGEMENT

Semester: III

Hours: 4

Code : 20CO3MC06

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 Risk Management.	PSO - 1	K
CO - 2	Acquire knowledge of Risk assessment and analysis	PSO - 1	U
CO - 3	Understand the concept of insurance	PSO - 2	K & Ap
CO - 4	Acquire the knowledge of Life Insurance and General insurance business and its types	PSO - 1	An & Sy
CO - 5	Create awareness about IRDA	PSO - 4	An & Sy

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

Semester: III		INSURANCE AND RISK MANAGEMENT										Hours: 4
Code : 20CO3MC06												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	2	2	3	5	4	3	3	2	3.27
CO - 2	5	4	4	3	2	2	5	4	4	3	2	3.45
CO - 3	4	3	3	2	5	3	4	5	3	2	2	3.27
CO - 4	4	3	3	3	5	2	5	3	3	3	2	3.27
CO - 5	3	5	4	3	4	3	3	3	2	5	2	3.36
Overall Mean Score												3.32

Result: The Score for this course is **3.32** (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

Risk Assessment, Analysis, Evaluation- Risk Control and Treatment - Risk Reduction - Transfer and Sharing of Risk - Elimination and Retention of Risk financing - Implementing and Administering Risk Management Program - Personal Risk management - Loss Forecasting. **(12 Hours)**

UNIT II

Concept of Risk- Types of Risk, Managing Risk, Sources and Measurement of Risk- Risk management - Objectives of risk management - Risk management process - Identifying and Evaluating Potential Losses -Risk Evaluation and Prediction- Disaster Risk Management- Risk Retention and Transfer. **(12 Hours)**

UNIT III

Insurance -Meaning- Definition- Nature of Insurance - Functions of Insurance - Essentials of Insurance Contract-Nature of Contract-Utmost Good faith-Insurable Interest-Indemnity not involved-Causa Proxima-Contribution- Risk must attach- Mitigation of loss- Subrogation- Terms of Policy. **(12 Hours)**

UNIT IV

Life Insurance Business - Fundamental principles of life insurance-Life insurance products - Individual and group policies - With and without profit policies - Types of life insurance policies - Term insurance - Whole life insurance and its variants - Endowment insurance and its variants - Annuities - Policies for children and females - Policies for handicapped lives - Pension plans - Health insurance - Claims settlement. **(12 Hours)**

UNIT V

General Insurance Business - Fundamental principles of general insurance - Fire insurance - Marine insurance - Motor insurance - Personal accident insurance - Liability insurance -Miscellaneous insurance - Claims settlement.-Insurance Regulations in India Insurance Act, 1938 - Summary provisions of Insurance Act, 1938 Insurance Regulatory and Development Authority (IRDA) **(12 Hours)**

COURSE BOOK

Gupta, P. K, Insurance and Risk Management, Himalaya Publishing House, New Delhi

BOOKS FOR REFERENCE:

1. George Rejda, Principles of Risk Management and Insurance, Pearson Education. April 3, 2019, 14th edition
2. C. Arthur, William Jr., Michael Smith, Peter Young, *Risk Management and Insurance*, McGraw-Hill , 2014
3. Trieschmann, Gustavson, Hoyt, *Risk Management and Insurance*, South Western College Publishing, Insurance Theory and Praticce , Nalini Prava Tripathy & Prabir Pal, 2014
4. Gupta, P. K, Insurance and Risk Management, Himalaya Publishing House Book Edition : Second, 2019

STATISTICAL METHODS

Semester: III

Code : 20CO3AC03

Hours: 5

Credits: 4

COURSE OUTCMES:

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 - 1	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 - 3	An
CO - 4	Prepare report after summarizing and interpret data.	PSO - 3	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 : 20CO3AC03												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	4	3	4	4	3	5	4	3	4	3	3.82
CO - 2	5	4	3	4	3	4	5	3	4	3	3	3.73
CO - 3	5	4	3	4	3	4	4	5	3	4	3	3.82
CO - 4	5	4	3	4	3	4	5	3	3	4	4	3.82
CO - 5	5	4	3	4	3	2	5	3	3	4	3	3.55
Overall Mean Score											3.75	

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:

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, TataMcGraw 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

RETAIL MARKETING

Semester: III

Hours: 4

Code : 20CO3DE1A

Credits: 3

COURSE OUTCMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Use marketing tools and techniques to maintain relationship with customer.	PSO - 1	K
CO - 2	Develop a retail strategy mix based on the characteristics need and attitudes of the customers.	PSO - 2	An
CO - 3	Analyze the overall distribution system and the retail environment	PSO - 3	Ap
CO - 4	Comprehend knowledge on channels of distribution and the significance of Telemarketing	PSO - 2	Ap
CO - 5	Evaluate the merits of alternative strategies for different types of retail business.	PSO - 3	Ap

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

Semester: III		RETAIL MARKETING										Hours: 4
Code : 20CO3DE1A												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	3	4	3	4	4	4	4	5	4	3	3.82
CO-2	2	4	3	2	4	3	3	4	3	1	3	2.91
CO-3	3	4	4	3	5	4	3	4	4	3	4	3.73
CO-4	4	4	3	4	4	3	3	4	4	2	3	3.45
CO-5	3	3	4	3	2	4	4	3	4	3	4	3.36
Overall Mean Score											3.45	

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

Definitions - Features of Retailing - Tangible features - Intangible service - Economic significance of retailing - Retailing and marketing - Importance of retailing - Need for a strategic approach - Positioning - Leadership - Building Customer Loyalty - Different kinds of Loyalty. **(12 Hours)**

UNIT II

Function of retailing - Characteristics of retailing - Types of retailers - Store retailers - Non store retailers - Internet retailers - Fixed shop retailers - Small scale retailers - Large scale retailers - Departmental stores - Definitions - Characteristics - Advantages - Disadvantages - Chain store or Multiple stores - Meaning - Character and classification of chain store - Mail order shops - Meaning - Character - Merits and limitations of mail order services - Co operative stores - Super markets - Hyper markets - Franchising - Shopping. **(12 Hours)**

UNIT III

Factors to be considered in site selection - Region - Market area - Trading zone - Types of site - Solitary site - Meaning - Merits and demerits - Planned shopping area - Meaning - Merits and demerits - Unplanned shopping area - Meaning - Merits and demerits - Issues to be considered in site selection - Consumer choice - Competitive advantage - Social and structural change - Huge investment. **(12 Hours)**

UNIT IV

Definitions of retail supply chain - Supply channel and channel flows - Various divisions of supply chain structure - External channel - Limited channel - Direct channel - Face to face selling - Direct mail - Catalogue marketing - Telemarketing - Wholesaler and - Retailer - Services to the manufacturer and retailer. **(12 Hours)**

UNIT V

Meaning and definitions of IT - Advantages of IT in retail trade - Impact of IT on modern - Retail Business - Cost and productivity benefits - Marketing benefits - Advantages and Limitations of IT in retailing - Data base marketing - Data mining - Data mart - Business - E commerce and Data Communication - Advantages of Business E - Commerce to retailers. **(12 Hours)**

COURSE BOOK:

- Dr. L. Natarajan, Retail Marketing, Margham Publications T. Nagar, Chennai. 2015.

BOOKS FOR REFERENCE:

1. David Guilibert, Retail marketing, Pearson Education Ltd, Delhi, 2008.
2. Sami Finne & Hanna Sivoinen, The Retail Value Chain, Saurabh Printers Ltd, New Delhi, 2008.
3. Sandeep kumar and Sweta Bakshi , Retail marketing, A.K.publication - New Delhi, 2009.
4. Michael Levy, Barton A Weitz and Ajay Pandit, Retailing Management, Tata McGraw - Publishing Company, New Delhi, 2008.

SERVICES MARKETING

Semester: III

Code : 20CO3DE1B

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	Prepare reports to determine potential sale of service.	PSO - 1	K
CO - 2	Recommend service to customers based on their needs and interests.	PSO - 2	U
CO - 3	Identify the characteristics and challenges of managing service firm in the modern world.	PSO - 2	Ap
CO - 4	Pursue position as market analyst, market researcher and the like.	PSO - 3	An
CO - 5	Develop professional business writing skills.	PSO - 1	C

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

Semester: III		SERVICES MARKETING										Hours: 4
Code : 20CO3DE1B												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	4	3	5	4	3	4	2	3.82
CO - 2	5	3	3	4	3	2	5	3	4	3	2	3.36
CO - 3	5	4	3	4	3	3	5	4	3	4	3	3.73
CO - 4	5	4	3	4	3	4	3	3	3	4	4	3.64
CO - 5	5	3	3	4	3	4	5	3	3	4	3	3.64
Overall Mean Score											3.64	

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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UNIT I

Services Marketing - Introduction - Growth of the service sector - The concept of services - Definition of the services - Nature of the services - Characteristics of services - Classification of services - Need for services marketing - Obstacles in service marketing - Role of services in an economy.

(12 Hours)

UNIT II

Consumers in service industry - Buyer characteristics - Buyer decision making process - Individual consumer and organizational consumer - Service marketing mix - The seven Ps: product decision, pricing - Strategies and tactics, promotion of services and placing of distribution methods for services - Additional dimension in service marketing - People - Physical evidence and process.

(12 Hours)

UNIT III

Pricing in services - Steps involved in pricing decisions - Factors affecting pricing decisions - Methods in pricing - Pricing strategies - Service promotion - Promotion mix for services - Advertising - Steps in advertising process - Direct marketing.

(12 Hours)

UNIT IV

Globalization of services in international market - Introduction - Challenges to global service marketers - Successful global service marketing - Typical international services - Launching of services in the international market - Strategic implications of international services marketing - Global brand dominance in the service industries - Globalization and corporate culture.

(12 Hours)

UNIT V

Bank marketing - Tourism marketing - Hospital marketing - Airline marketing.

(12 Hours)

COURSE BOOK:

- Vasanthi Venugopal & Raghu, Services Marketing, Margham Publications, Chennai, 2009.

BOOKS FOR REFERENCE:

1. Christopher Tovelock, Johan Writz, Jayant Chatterjee, Service Marketing people, Technology, strategy, Pearson publication, New Delhi, 2010.
2. Rajendra Nargundkar, Service Marketing - Text & Cases, Tata McGraw - Hill Publishing Company Limited, New Delhi, 2010.
3. Dr. L. Natarajan, Services Marketing, Margham Publications, Chennai, 2009.
4. Dr. S. Shajahan & P.K. Sinha & S.C. Sahoo Text & Cases, Tata McGraw - Hill Publishing Company Limited, New Delhi, 2010.

TOURISM MARKETING

Semester: III

Hours: 4

Code : 20CO3DE1C

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 objectives and importance of tourism	PSO - 1	K
CO - 2	Analyse the different dimensions of product strategy	PSO - 1	An
CO - 3	Evaluate the importance of advertising in tourism	PSO - 2	Ap
CO - 4	Identify the different dimensions of pricing in tourism industry	PSO - 2	Ap
CO - 5	Analyse the various facets of distribution strategy for the tourism industry	PSO - 3	An

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

Semester: III		TOURISM MARKETING										Hours: 4
Code : 20CO3DE1C												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	2	2	3	5	4	3	3	2	3.27
CO - 2	5	4	4	3	2	2	5	4	4	3	2	3.45
CO - 3	4	3	3	2	5	3	4	5	3	2	2	3.27
CO - 4	4	3	3	3	5	2	5	3	3	3	2	3.27
CO - 5	3	5	4	3	4	3	3	3	2	5	2	3.36
Overall Mean Score												3.32

Result: The score for this course is **3.32** (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: TOURISM MARKETING: AN OVERVIEW

Tourism Marketing :Introduction - Objectives of Tourism Marketing -Importance of Tourism Marketing -Tourism Marketing in the Developed countries-Tourism Marketing in the Less Developed Countries - Product Mix -Process-Physical Evidence and Attractions. **(12 Hours)**

UNIT II: PRODUCT STRATEGY

Product strategy - Product Life cycle - Modifying and Revitalizing the product - Branding - Product screening - Tourism Product: A New package Tour-Formulating the Tourism Product Mix - Formulating an Innovative Product Strategy. **(12 Hours)**

UNIT III: TOURISM PROMOTION STRATEGY

Promotion Strategy-Introduction - Personal selling - Skill needed for selling - Sales sequence - Tourism Advertising - Advertising Importance to Tourism - Advertising Planning - Selection of Media - Selection of Message - Advertising Agencies - Testing Advertising Effectiveness - Advertising Campaign - Sales Promotion. **(12 Hours)**

UNIT IV: TOURISM PRICING STRATEGY

Pricing Strategy - Influencing Factors - Internal Factors - External Factors - Interplay of prices and demand - Pricing Objectives - Pricing Strategy during different stages - Discounting Tactics in the Pricing Decisions - Pricing and the Product mix - Pricing in the Tourism. **(12 Hours)**

UNIT V: TOURISM DISTRIBUTION STRATEGY

Distribution Strategy - Marketing - Introduction - Channel: the concept - Distribution policy: Influencing Factors - The Chain of Distribution - Distribution System - Middlemen in the Tourism Industry - Tour Operators - Travel Agents - Importance of Travel Agents - Travel Guides - Essential of an Ideal Guide - Evaluating the Services of Travel Guides - Channel Decisions in the Tourism Industry. **(12 Hours)**

COURSE BOOK

- S.M. Jha, Tourism Marketing, Himalaya Publishing House, New Delhi, 2020.

BOOKS FOR REFERENCE:

1. Chaudhary Manjula, Tourism Marketing,1st Edition, Oxford Higher Education University Press, New Delhi, 2010.
2. Devashish Dasgupta, Tourism Marketing, Pearson India, India, 2010.
3. Philip Kotler, Marketing for Hospitality and Tourism, Pearson Education, Bengaluru, 2010.
4. Nilanjan Ray, Tourism Marketing a Strategic Approval, Apple Academic Press, India, 2010.

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
Overall Mean Score											3.10	

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

Code : 20CO4MC07

Hours: 5

Credits: 5

COURSE OUTCMES:

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 - 2	An
CO - 3	Develop the understanding of valuation of goodwill by using different methods	PSO - 1	Ap
CO - 4	Understand the situation under which a partnership firm can be dissolved	PSO - 1	U
CO - 5	Develop the skill of calculation of deceased partner's share till the time of death	PSO - 3	Ap

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

Semester: IV		FINANCIAL ACCOUNTING-III										Hours: 5
Code : 20CO4MC07												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	3	4	4	5	3	3	4	3	3.45
CO - 2	4	4	2	2	5	3	4	5	2	3	2	3.27
CO - 3	5	2	2	3	4	3	5	4	2	4	3	3.36
CO - 4	5	3	2	3	4	3	5	4	3	2	4	3.45
CO - 5	4	2	2	2	5	3	4	4	5	2	2	3.18
Overall Mean Score											3.45	

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

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. Gupta & Radhaswamy, Advanced Accounting, Sultan Chand & Sons; New Delhi, 2015.
3. M.A. Arulanandham & K.S. Raman, Advanced accountancy, Himalaya PublishingHouse; 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.

FINANCIAL MANAGEMENT

Semester: IV

Code : 20CO4MC08

Hours: 4

Credits: 3

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Acquire in-depth knowledge in financial management.	PSO - 1	K
CO - 2	Apply cost of capital and financial leverage to form long-term financial policies for business.	PSO - 2	U
CO - 3	Identify the major sources of long - term and short-term finance available to the business.	PSO - 3	An
CO - 4	Identify the legal issues related to financial decision	PSO - 1	Ap
CO - 5	Identify the common factors influencing dividend policy.	PSO - 1	K

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

Semester: IV		FINANCIAL MANAGEMENT										Hours: 4
Code : 20CO4MC08												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	3	4	5	3	4	4	4	3	2	3	3.55
CO - 2	3	4	5	4	2	4	4	3	4	3	2	3.45
CO - 3	3	4	3	4	3	2	5	4	3	4	3	3.45
CO - 4	4	3	2	4	2	2	4	5	2	3	4	3.18
CO - 5	5	4	3	4	2	3	5	3	3	3	3	3.45
Overall Mean Score											3.41	

Result: The score for this course is **3.41** (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

Financial Management - Meaning - Nature- Scope -Objectives - Finance functions - Profit maximization Vs wealth maximization - Role and responsibilities of a finance manager. **(12 Hours)**

UNIT II

Financing decisions - Capital structure - Determinants of capital structure - Optimum capital - Capitalization - Over and under capitalization. **(12 Hours)**

UNIT III

Investment decision - Capital budgeting Appraisal - Methods - Traditional - Payback period - Average rate of return - Discounted Methods - Net present Value - Internal rate of return - Profitability index - Cost of Capital - Significance of the Cost of Capital. **(12 Hours)**

UNIT IV

Working Capital - Meaning - Types - Concept - Need and influencing factors - Inventories and Receivable Management - Management of Cash. **(12 Hours)**

UNIT V

Dividend policy - Dividend policy decisions - Dividend theories - Modigliani Miller's Approach - Walter's Approach - Determinants of dividend policy. **(12 Hours)**

COURSE BOOK:

- S.N. Maheswari, Financial Management, Sultan Chand & Sons, New Delhi, 2017.

BOOKS FOR REFERENCE:

1. M.Y. Khan and P.K. Jain, Financial Management, Tata McGraw Hill, New Delhi, 2017.
2. I.M. Pandey, Financial Management, Vikas publication, Chennai, 2016.
3. C. Kuchal, Financial Management, Chaitanya Publication, 2015.
4. Prasanna Chandra, Financial Management, Tata McGraw Hill, New Delhi. 2017.

BUSINESS MATHEMATICS

Semester: IV

Hours: 5

Code : 20CO4AC04

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 - 1	K
CO - 2	Apply knowledge and skills in solving business problems.	PSO - 3	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 : 20CO4AC04												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	5	3	4	4	3	3	4	5	3	3.73
CO - 2	5	4	2	4	5	2	5	2	5	5	2	3.73
CO - 3	4	3	4	5	4	3	4	3	4	5	2	3.73
CO - 4	3	2	2	3	5	3	3	2	5	4	3	3.18
CO - 5	4	3	3	4	5	2	3	3	4	5	3	3.55
Overall Mean Score											3.58	

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

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 REFERENCES:

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 : 20CO4DE2A

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 - 2	An
CO - 3	Evaluate the effectiveness of different entrepreneurial development	PSO - 3	Ap
CO - 4	Design strategies for successful implementation of project report	PSO - 1	An
CO - 5	Identify the most recognized sources of potential funding and financing institutions	PSO - 3	An

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

Semester: IV		ENTREPRENEURSHIP DEVELOPMENT										Hours: 4
Code : 20CO4DE2A												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	2	3	4	3	5	4	3	2	3	3.27
CO - 2	4	2	2	3	5	3	4	5	3	3	3	3.36
CO - 3	4	3	2	2	5	4	4	4	5	3	2	3.45
CO - 4	5	4	3	3	4	4	5	4	4	3	2	3.72
CO - 5	4	4	2	3	5	3	4	4	5	3	2	3.45
Overall Mean Score											3.47	

Result: The score for this course is **3.47** (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 compant - Preparation of detail Project Report - Government Clearances. **(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 REFERENCE:

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

Hours: 4

Code : 20CO4DE2B

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 basics of E-Commerce.	PSO - 1	K
CO - 2	Acquire a practical orientation to E-Commerce and E- Business management.	PSO - 3	An
CO - 3	Know about network infrastructure and different e-payment systems.	PSO - 4	Ap
CO - 4	Acquaint the students with Electronic Data Interchange.	PSO - 5	An
CO - 5	Apply the traditional and new communication and marketing approaches that create competitive advantage in the new economy.	PSO - 4	An

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

Semester: IV		E-COMMERCE										Hours: 4
Code : 20CO4DE2B												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	2	3	4	3	5	4	3	2	3	3.27
CO - 2	4	2	2	3	5	3	4	5	3	3	3	3.36
CO - 3	4	3	2	2	5	4	4	4	5	3	2	3.45
CO - 4	5	4	3	3	4	4	5	4	4	3	2	3.72
CO - 5	4	4	2	3	5	3	4	4	5	3	2	3.45
Overall Mean Score											3.47	

Result: The score for this course is **3.47** (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.

BANK MANAGEMENT

Semester: IV

Hours: 4

Code : 20CO4DE2C

Credits: 3

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Provide an insight into the evolution and diversification of banking activities	PSO - 1	K
CO - 2	Familiarize with different payment systems	PSO - 2	An
CO - 3	Understand 'corporate Banking'	PSO - 3	Ap
CO - 4	Analyse the need for bank marketing	PSO - 1	An
CO - 5	Explain the risk in banking business	PSO - 3	An

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

Semester: IV		BANK MANAGEMENT										Hours: 4
Code : 20CO4DE2C												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	3	2	4	3	4	1	3	5	3	3.09
CO - 2	3	3	4	3	3	2	5	2	3	4	3	3.18
CO - 3	5	3	3	4	4	1	3	2	4	3	3	3.18
CO - 4	5	3	2	3	3	4	3	4	3	3	3	3.27
CO - 5	4	4	3	3	2	3	3	4	3	3	4	3.27
Overall Mean Score											3.19	

Result: The score for this course is **3.19** (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

Evolution of banks in India - Diversification of Banking activities - Opportunities and Challenges for Indian Banks. **(12 Hours)**

UNIT II

Payment Services management - Evolution - National Payment System - Purposes of payment system - Risks and Efficiency of payment system. **(12 Hours)**

UNIT III

Corporate Banking - Policy, procedures and regulations - Features of Bank credit. **(12 Hours)**

UNIT IV

Marketing Strategies, Techniques in banks - Need for bank marketing - Features of bank marketing - Marketing mix in banking Services. **(12 Hours)**

UNIT V

Risks in banking business - Risks regulations in banking industry - Market risk - Credit risk. **(12 Hours)**

COURSE BOOK:

- Commercial of Bank Management, Kanhaiya singh vinay Dutta, McGraw Hill Education Private Limited 2013.

BOOKS FOR REFERENCE:

1. Management of banking and commercial services, Padmalatha Suresh Justin Paul, Pearson India Education Service Private Ltd, CIN, 2015
2. Bank Financial Management, Indian Institute of Banking & Finance, Mac Millan Publishers India Ltd, 2014
3. Bank Management and Financial services, Peter S. Rose Sylvia C. Hudgins, McGraw Hill Education (India) Edition 2014.
4. Management Banking and Financial Services, Macmillan Publishers India Ltd, 2014

CORPORATE ACCOUNTING

Semester: V

Code : 20CO5MC09

COURSE OUTCOMES:

Hours: 6

Credits: 6

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 - 3	Ap & An
CO - 4	Prepare statement of accounts for various situations like amalgamation, absorption and liquidation.	PSO - 3	Ap & Sy
CO - 5	Maintain accounts in the corporate sector.	PSO - 3	Ap & Sy

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

Semester: V		CORPORATE ACCOUNTING										Hours: 6
Code : 20CO5MC09												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	3	3	4	3	5	5	4	4	3	3.82
CO - 2	5	2	2	4	5	3	5	5	3	4	3	3.73
CO - 3	5	2	1	4	5	4	4	5	4	4	3	3.73
CO - 4	5	2	2	4	5	4	4	5	4	4	3	3.82
CO - 5	5	2	1	4	4	4	4	4	5	4	4	3.73
Overall Mean Score											3.77	

Result: The score for this course is **3.77** (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, 2016.
2. M. A. Arulanandam & K.S. Raman, Advanced Accountancy, Himalaya Publishing House, New Delhi, 2019.
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, 2010.

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

INCOME TAX

Semester: V

Hours: 6

Code : 20CO5MC10

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 - 3	An
CO - 4	Assess the income of different type of person who have income under different heads.	PSO - 2	Sy
CO - 5	Become income tax assessor and get placement in Chartered Accountant offices.	PSO - 3	An & Sy

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

Semester: V		INCOME TAX										Hours: 6
Code : 20CO5MC10												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	4	4	4	3	5	4	3	4	2	3.82
CO - 2	5	3	3	4	3	2	5	3	4	3	2	3.36
CO - 3	5	4	3	4	3	3	5	4	3	4	3	3.73
CO - 4	5	4	3	4	3	4	3	3	3	4	4	3.64
CO - 5	5	3	3	4	3	4	5	3	3	4	3	3.64
Overall Mean Score											3.64	

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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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)

LEGAL SYSTEMS IN BUSINESS

Semester: V

Hours: 6

Code : 20CO5MC 11

Credits: 5

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand the essential elements of Indian contract Act 1872.	PSO - 2	Ap
CO - 2	Acquire knowledge about free consent and coercion	PSO - 3	C
CO - 3	Understand Sales of Goods and Document of Title to Goods.	PSO - 4	K
CO - 4	Acquire knowledge on carrying goods through land, sea and airways.	PSO - 2	An
CO - 5	Understand the basic concepts in cyber laws and Information Technology Act.	PSO - 5	Ap

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

Semester : V		LEGAL SYSTEMS IN BUSINESS										Hours: 6
Code : 20CO5MC11												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	4	5	3	5	4	5	4	5	4	5	4	4.36
CO-2	3	4	5	4	5	3	5	4	5	4	5	4.27
CO-3	5	5	3	5	4	5	3	5	4	5	3	4.27
CO-4	3	4	5	4	5	3	5	4	5	4	5	4.27
CO-5	5	5	4	5	4	5	3	5	4	5	4	4.45
Overall Mean Score											4.32	

Result: The score for this course is **4.32** (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:

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

Indian Contract Act 1872: Definition - Essential elements of a valid contract - classification of contract - Conditions or rules regarding Offer and Acceptance - kinds of offer - Revocation of offer and acceptance - Consideration - rules of consideration - Privity of contract - Exception to the rule privity of contract - Contract without consideration - Exceptions. **(18 Hours)**

UNIT II

Capacity to contract - Minor - Law relating to Minor's Agreement - Persons of unsound mind - Persons disqualified by law - Free consent - Meaning - Definition - Coercion - Threat to commit suicide - Difference between coercion and duress - Undue influence - Contract with pardhanishin women - Misrepresentation - Essentials and kinds - Fraud - Meaning and its essentials - Mistake - Kinds of mistake. **(18 Hours)**

UNIT III

Sale of goods Act 1930: Definition - Formation of Contract of sale - Sale and agreement to sell - Goods and kinds of goods - Sale and hire purchase agreement - Sale - Barter - Exchange - Sale and Bailment - Document of Title to goods - Condition and warranty - Meaning - Difference - Implied and Express condition and warranty. **(18 Hours)**

UNIT IV

The Carriage of Goods Act: Definition - Carriage by land - Kinds of carriers - Duties and Liabilities of Common carrier - Railways as a carrier - Duties and liabilities of Railway Administration - Carriage by Sea - Bill of lading - Charter Party - Content of charter party - Differences - Duties and liabilities of carrier by sea - Mate's Receipt - Carriage by Air - Definition - Documents of Carriage by Air - Content of Airway Bill - Liability of the Air Career. **(18 Hours)**

UNIT V

Cyber Laws and Information Technology Act 2000: Introduction - Need and scope of cyber laws IT Act 2000 - Secure electronic records and secure digital signature - Digital signature certification - Duties of certifying authorities and subscribers - Resignation and removal of presiding officer - Offences - Power of Central and State Government to make rules. **(18 Hours)**

COURSE BOOK:

- R.S.N. Pillai & Bhagwathi, Business Law, S.Chand and company, 2011.

BOOKS FOR REFERENCE:

1. S.P.Sharma, Business Law, I.K.International Publishing House Pvt., Ltd., 2012.
2. K.C.Carg and R.C.Chawla, Business Law-I, Kalyani Publishers, 2009.
3. P.C.Tulsian, Business Law, Tata McGraw Hill Publishing, 2014.
4. S.Kathiresan and Dr.V.Radha, Business Law, Prasanna Publishers, 2013.

AUDITING

Semester: V

Hours: 4

Code : 20CO5MC12

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 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	Prepare an audit planning, testing, and evaluation decision.	PSO - 3	Ap
CO - 4	Audit an accounts with the help of auditing techniques.	PSO - 2	An
CO - 5	Prepare an audit programme using software.	PSO - 3	Ap

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

Semester: V		AUDITING										Hours: 4
Code : 20CO5MC12												Credits: 3
Course Outcomes	Programme Outcome (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	4	3	2	5	3	3	4	3	3	3.36
CO - 2	5	4	3	4	3	4	2	4	3	2	3	3.36
CO - 3	3	3	2	4	3	4	3	4	2	3	4	3.18
CO - 4	4	3	3	2	4	3	3	5	3	4	3	3.36
CO - 5	3	2	4	2	3	4	3	4	3	5	4	3.36
Overall Mean Score											3.32	

Result: The score for this course is **3.32** (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

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 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.

BUSINESS ENVIRONMENT

Semester: V

Hours: 4

Code : 20CO5DE3A

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 objectives and importance of business	PSO - 1	K
CO - 2	Identify the factors influencing business and the role of a business man in society	PSO - 1	Ap
CO - 3	Identify the association between economic factors and business and the impact of economic policies on business	PSO - 4	Ap
CO - 4	Acquire knowledge on the economic systems and its influence on public and private sectors	PSO - 5	An
CO - 5	Acquire knowledge on the global factors influencing of business	PSO - 1	K

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

Semester: V		BUSINESS ENVIRONMENT										Hours: 4
Code : 20CO5DE3A												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	3	2	4	3	4	1	3	5	3	3.09
CO - 2	3	3	4	3	3	2	5	2	3	4	3	3.18
CO - 3	5	3	3	4	4	1	3	2	4	3	3	3.18
CO - 4	5	3	2	3	3	4	3	4	3	3	3	3.27
CO - 5	4	4	3	3	2	3	3	4	3	3	4	3.27
Overall Mean Score											3.19	

Result: The score for this course is **3.19** (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 - Scope of Business - Characteristics of Business - Objectives of Business - Economic Objectives - Social Objectives - Human Objectives - National Objective- Business Environment- Meaning and Definitions - Characteristics of Business Environment - Factors influencing Business Environment- Importance of Business Environment. **(12 Hours)**

UNIT II

Social and Cultural Environment - Culture - Interface between Business and Culture - Social Responsibilities of Business - Arguments for and against Social Responsibilities of Business - Barriers of Social Responsibility - Business ethics - Meaning and Definition. **(12 Hours)**

UNIT III

Economic Environment - Nature of Economic Environment - Economic Factors Influencing Business - New Economic Policy 1991- Evaluation of New Economic Policy - Privatization - Nature - Objectives - Growth - Achievements - Failures - Public Sector in India - Recent Changes in Business Environment. **(12 Hours)**

UNIT IV

Economic system - Socialism - Meaning - Features and its Impact on Public, Private and Joint sectors - Capitalism - Meaning-Features and its Impact on Public, Private and Joint sectors - Mixed Economy - Meaning - Features and its Impact on Public, Private and Joint sectors - Public Sector in India - Objectives - Growth - Achievements and Failures. **(12 Hours)**

UNIT V

Global Environment - Globalization - Meaning - Types - Causes - Factors contributing to Globalization - Process of Globalization - Essential conditions for Globalization - Benefits and Drawbacks of Globalization - MNCs - Features Benefits of MNCs - Risk and Challenges faced by MNCs - Disadvantages of MNCs - Successful Indian MNCs. **(12 Hours)**

COURSE BOOK:

- Francis Cherunilam, Business Environment Text and Cases, Himalaya Publishing House, New Delhi, 2017(27th Revised Edition)

BOOKS FOR REFERENCE:

1. Dr. P.C. Sekar and M. Selvaraj, Environment of Business, Enpee Publications, Madurai, 2010
2. Dr. C.D. Balaji, Business Environment, Margham Publications, Chennai, 2017
3. Dr. S. Sankaran, International Business and Environment, Margham Publications, Chennai, 2017
4. Misra and Puri, Indian Economy, Himalaya Publishing House, New Delhi, 2010
5. Dr. S. Sankaran, Indian Economy, Policy and Problems, Margham Publications, Chennai, 2010.
6. K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi, 2011

CONSUMER BEHAVIOUR

Semester: V

Hours: 4

Code : 20CO5DE3B

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 Consumer Behaviour	PSO - 1	U
CO - 2	Understand the concept of perception, motivation, and personality in organizational context	PSO - 4	K
CO - 3	Appraise the importance of communication with consumer behaviour.	PSO - 3	An
CO - 4	Acquire the practical knowledge on consumer behaviour and consumerism	PSO - 5	Ap
CO - 5	Articulate the consumer protection Act 1986	PSO - 2	K

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

Semester: V		CONSUMER BEHAVIOUR										Hours: 4
Code : 20CO5DE3B												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	4	3	5	4	3	4	4	4.00
CO - 2	5	3	5	5	3	2	5	3	4	3	4	3.91
CO - 3	5	5	3	4	3	3	5	4	5	4	3	4.00
CO - 4	5	4	3	4	5	5	3	3	3	4	5	4.00
CO - 5	5	3	3	5	3	5	5	3	3	4	4	3.91
Overall Mean Score											3.96	

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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UNIT I

Introduction to Consumer Behaviour: Understanding consumers and market segments, Evolution of consumer behavior- Consumer analysis and business strategy- Models of Buyer Behaviour- Howard Model, Howard - Sheth Model, EKB Model, Webster and Wind Model and Sheth Industrial Buyer Behaviour Model. **(12 Hours)**

UNIT II

Psychological Foundations of Consumer Behaviour: Consumer Motivation, Perception-Personality and Behavior, Learning and Behaviour Modification - Information Processing, Memory Organization and Function, Attitude Formation and Attitude Change- Social and Cultural Environment Economic- Demographic, Cross Cultural and Socio - Cultural Influences, Social Stratification- Reference Groups and Family- Personal influence. **(12 Hours)**

UNIT III

Communication and Consumer Behaviour: Components of communications process- designing persuasive communication and Diffusion of Innovations- Consumer Decision processes High and Low Involvement- pre - purchase processes-Post purchase processes- Consumption and evaluation- Brand Loyalty and Repeat purchase Behavior. **(12 Hours)**

UNIT IV

Consumerism: The roots of consumerism- Consumer safety- Consumer information- Environmental concerns- Consumer privacy- Legislative responses to consumerism and marketer responses to consumer issues. **(12 Hours)**

UNIT V

Consumer protection: Consumer protection Act 1986- Central consumer protection council- State consumer production councils- Consumer disputes redressal agencies-Consumer disputes redressal forum- National Consumer Disputes Redressal Commission. **(12 Hours)**

COURSE BOOK:

- Schiffman, Leon. G. Kanuk Leslie Lazar, and Kumar Ramesh. S., Consumer Behavior; pearson Education, 10th Edition, 2012.

BOOKS FOR REFERENCE:

1. Ramneek Kapoor, Nnamdi O Madichie: "Consumer Behavior" Text and Cases", TMH, New Delhi, 2012.
2. Ramanuj Majumdar: "Consumer Behavior insight from Indian Market", PHI Learning, New Delhi, 2011.
3. M.S. Raju: "Consumer Behavior Concepts, applications and Cases", Vikas Publishing House, New Delhi, 2013.
4. Peter Paul J., and Olson Jerry C., Consumer Behavior and Marketing Strategy, Irwin/McGraw Hill Higher Education, 2009.
5. Solomon, M.R., Consumer Behavior: Buying Having, and Being, PHI Learning, 9th Edition, 2011.

INTERNATIONAL BUSINESS MANAGEMENT

Semester: V

Hours: 4

Code : 20CO5DE3C

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 evolution and importance of International Business	PSO - 1	K
CO - 2	Comprehend the factors affecting international business environment	PSO - 2	An
CO - 3	Analyse the different modes of international business	PSO - 3	Ap
CO - 4	Understand the different types of FDI	PSO - 1	An
CO - 5	Explore the distinction between FDI and FPI.	PSO - 3	An

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

Semester: V		INTERNATIONAL BUSINESS MANAGEMENT										Hours: 4
Code : 20CO5DE3C												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	3	2	4	3	4	1	3	5	3	3.09
CO - 2	3	3	4	3	3	2	5	2	3	4	3	3.18
CO - 3	4	3	3	5	4	1	3	2	4	3	3	3.18
CO - 4	5	3	2	3	3	4	3	4	3	3	3	3.27
CO - 5	3	4	3	3	2	3	3	4	3	3	4	3.27
Overall Mean Score											3.19	

Result: The score for this course is **3.19** (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

Evolution - International Trade - International Marketing - International Business- Importance of International Business - Globalization - Culture Change and Globalization. **(12 Hours)**

UNIT II

International Business Environment- Meaning - Importance- Factors affecting International Business Environment. **(12 Hours)**

UNIT III

Modes of International Business - Stages of International Business entry - Different Modes of International Business. **(12 Hours)**

UNIT IV

Foreign Investment - Forbidden Territories of FDI - Types of FDI - Based on Direction - Based on motive. **(12 Hours)**

UNIT V

Foreign portfolio investment - Difference between FDI and FPI - Foreign Exchange Market - Need - Functions - Participants and Transactions in Foreign Exchange Market- Factors affecting Foreign Exchange Market in India. **(12 Hours)**

COURSE BOOK:

- International Business Management by F.L. Basurnan, Global Academic Publishers and Distributors, New Delhi, 2019.

BOOKS FOR REFERENCE:

1. International Business Environment, Francis Cherunilam, Himalaya Publishing House, 2008.
2. Aswathappa. A, International Business, Tata McGraw- Hill Education, 2010.
3. Sharan, International Business concepts, Environment and Strategy, 2nd edi, Pearson Education India, 2010
4. International Business: Strategy, Management and the New Realities, Gary Knight, John R. Risenberger and Turner Cavusgil, Prentice Hall, 2007.
5. International Business Competing in the Global market place, McGraw Hill Education.

ADVERTISING AND MEDIA

Semester: V

Hours: 2

Code : 20CO5GE01

Credits: 2

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	To acquire knowledge about the role advertising & media.	PSO - 1	Ap
CO - 2	To evaluate the effectiveness of advertising	PSO - 2	Ap
CO - 3	To understand the role of advertising agency	PSO - 5	A
CO - 4	To identify a range of creative strategies in advertising	PSO - 2	Kn
CO - 5	To prepare an advertisement.	PSO - 1	An & Sy

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

Semester: V		ADVERTISING AND MEDIA										Hours: 2
Code : 20CO5GE01												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	3	2	4	4	4	3	4	5	3	3.55
CO - 2	3	3	2	2	2	3	4	4	4	4	5	3.27
CO - 3	4	3	4	3	2	2	3	5	4	5	3	3.45
CO - 4	3	3	2	2	3	3	3	4	4	4	3	3.09
CO - 5	3	4	3	2	3	2	3	3	3	4	3	3
Overall Mean Score											3.27	

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

Advertising - Meaning - Definitions - Purpose - Functions - Types of advertising.

(6 Hours)

UNIT II

Models of advertising - Advantages of advertising-Objectives of advertising - Economic and social aspects of advertising

(6 Hours)

UNIT III

Media - planning & decision - Advertising budget - Media strategy - Print Media - News paper and magazine advertising - Advantages and disadvantages.

(6 Hours)

UNIT IV

Electronic media - TV, - Radio, Outdoor and transit advertising - Web and on line advertising - Advertising agency.

(6 Hours)

UNIT V

Advertising as career - Construction of an effective advertisement - Advertising message - Visualization - Advertisement copy and its divisions - Headlines - Slogans - Types of copies.

(6 Hours)

COURSE BOOK

- Course Material prepared by the Department of Commerce

BOOKS FOR REFERENCES

1. Mahendra Mohan, Advertising Management-Concepts and Cases, Latest Edition, Tata McGraw- Hill Publishing Company Ltd., New Delhi.2009
2. Himanshu Pant, Advertising & Media, Latest Edition, ABD Publishers, Jaipur.2007
3. S.Shyam Prasad & Sumit Kumar, Advertising Management,2014, Professional Publications.
4. JaipurS. A. Chunawalla, Advertising, Sales and Promotional Management, Latest Edition, Himalaya Publishing House, Mumbai. 2012

GENERIC ELECTIVE (NME)
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

GENERIC ELECTIVE (NME)

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
Total	:	100 marks

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
Overall Mean Score											3.82	

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:

$\text{Mean Score of Cos} = \frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	$\text{Mean Overall Score for Cos} = \frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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UNIT I: 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
Overall Mean Score												3.90

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
Total	100

Component	Marks
Logical Reasoning	10
Numerical Aptitude	10
English Language	10
General Knowledge	10
Total	40

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
Total					80

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

COST AND MANAGEMENT ACCOUNTING

Semester: VI

Hours: 6

Code : 20CO6MC13

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 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 - 1	Ap
CO - 3	Compare a marginal and absorption costing methods in respect of profit reporting.	PSO - 3	An
CO - 4	Solving managerial problems and contributing in various areas of decisions	PSO - 5	C
CO - 5	Analyzing the liquidity and long term solvency of a company.	PSO - 5	Ap

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

Semester: VI		COST AND MANAGEMENT ACCOUNTING										Hours: 6
Code : 20CO6MC13												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	3	4	2	3	4	3	4	4	5	5	3	3.91
CO - 2	2	3	2	2	2	3	4	4	4	4	4	3.45
CO - 3	2	3	3	2	2	3	3	5	4	5	3	3.45
CO - 4	4	3	3	3	2	2	3	5	4	4	3	3.55
CO - 5	2	4	2	2	3	2	3	4	5	4	4	3.55
Overall Mean Score											3.58	

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

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 FORREFERENCES:

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, NewDelhi, 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

CORPORATE LAW

Semester: VI

Hours: 6

Code : 20CO6MC14

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 about Partnership Act 1932.	PSO - 2	K
CO - 2	Inculcate the knowledge about Cheque, Bill of Exchange under Negotiable Instrument Act 1881.	PSO - 1 PSO - 2	Ap
CO - 3	Acquire information's of Law of Insolvency	PSO - 2	C
CO - 4	Understand the legal aspects about Life, Fire and Marine Insurance.	PSO - 2 PSO - 5	An
CO - 5	Acquire knowledge about meetings and proceedings.	PSO - 2 PSO - 3	An

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

Semester: VI		CORPORATE LAW										Hours: 6
Code : 20CO6MC14												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	4	5	3	5	3	5	3	4	5	4	4.18
CO - 2	4	5	3	5	4	5	4	5	5	4	5	4.45
CO - 3	5	4	5	4	5	4	5	3	3	5	4	4.27
CO - 4	3	5	4	5	4	5	4	4	5	4	5	4.36
CO - 5	4	4	5	4	5	4	5	3	3	5	4	4.18
Overall Mean Score											4.28	

Result: The score for this course is **4.28** (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

The Indian Partnership Act 1932: Nature of Partnership - Essential Elements - Test of Partnership - Who can be a Partner - Formation - Types of Partnership - Relation of Partners - Rights and Duties of Partners - Liabilities of Partners to Third Parties - Incoming and Outgoing Partners - Dissolution of a Firm - Mode of dissolution of firm - Mode of Settlement of Accounts - Sale of Good will. **(18 Hours)**

UNIT II

The Negotiable Instrument Act 1881: Introduction - Definition - Characteristics - Promissory Note - Bill of Exchange - Cheque - Types of Crossing - Inland and Foreign Instrument - Documentary and Clean Bills - Escrow - Calculation of Date Maturity - Parties to Negotiable Instrument - Capacity of Parties - Endorsement - Meaning - Essentials - Kinds - Dishonour and Discharge of Negotiable Instruments. **(18 Hours)**

UNIT III

Law of Insolvency: The Presidency Towns Insolvency Act 1909 - The Provincial Insolvency Act 1920 - Definition - Conditions for a creditor's petition - Procedure on Admission of petition - Order of Adjudication - Doctrine of Relation Back - Property and Debts of Insolvent - Official Assignee - Official Receiver - Distribution of Property - Discharge of Insolvent - Powers of the Court. **(18 Hours)**

UNIT IV

Law of Insurance: Nature and Principles of Insurance - Essentials - Fundamental Principles of Insurance - Life Insurance - Types of Life Insurance Policies - Principles - Legal Position - Fire Insurance - Characteristics of Fire Insurance - Types of Fire Insurance Policies - Marine Insurance - Characteristics - Elements of Marine Insurance - Marine Losses - Abandonment - Rights of Insurer. **(18 Hours)**

UNIT V

Trade Unions Act 1926: Definition - Registration of Trade Unions - Mode of Registration - Rights and Liabilities of Registered Trade Unions - Shortcomings of Trade Unions - Employer's Organisations - Characteristics of Trade Union - Trade Union Movement in India. **(18 Hours)**

COURSE BOOK:

- R.S.N. Pillai & Bagavathi , Business Law, Sultan Chand & Company Private Ltd., 2014.

BOOKS FOR REFERENCE:

1. N.D. Kapoor, Mercantile Law, SultanChand & Sons, 2011.
2. S. Kathiresan & Dr. V. Radha, Company Law, Prasanna Publishers, 2017.
3. Ashok K.Bagriyal, Business Law, Vikas Publishing House, 2015.

CORPORATE COMMUNICATION

Semester: VI

Hours: 4

Code : 20CO6MC15

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 - 2	Ap
CO-3	Drafts agenda and minutes for board meeting.	PSO - 3	An
CO-4	Use modern technology like tele communication, teleconferencing and net work in business.	PSO - 1	U
CO-5	Prepare applications for various positions in different job.	PSO - 3	C

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

Semester: VI		CORPORATE COMMUNICATION										Hours: 4
Code : 20CO6MC15												Credits: 4
Course Outcomes	Programme Outcome (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	2	3	3	4	2	3	4	4	3	3.27
CO-2	4	4	3	5	3	3	4	4	1	4	3	3.45
CO-3	3	3	4	4	4	4	3	5	4	3	4	3.73
CO-4	2	3	3	4	5	3	1	4	3	4	3	3.18
CO-5	3	4	3	5	3	4	3	4	3	3	2	3.36
Overall Mean Score											3.39	

Result: The score for this course is **3.39** (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 REFERENCES:

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

COMPUTERISED ACCOUNTING (LAB)

Semester: VI

Hours: 6

Code : 20CO6MC16

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 - 1	K
CO - 2	Acquire the skill for recording financial and inventory transactions.	PSO - 2	K
CO - 3	Retrieve various accounting and inventory statements using business software.	PSO - 3	Sy
CO - 4	Work with TCS, TDS and GST.	PSO - 1	Ap
CO - 5	Prepare payroll reports for service institution, small and medium level business.	PSO - 2	Sy

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

Semester: VI		COMPUTERISED ACCOUNTING (LAB)										Hours: 6
Code : 20CO6MC16												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	2	2	4	5	4	5	5	5	3	3	3.91
CO - 2	4	2	2	4	4	4	5	5	4	3	3	3.64
CO - 3	4	4	3	4	4	3	4	4	3	4	3	3.64
CO - 4	5	3	2	4	5	3	4	5	3	4	3	3.73
CO - 5	5	3	2	4	4	3	4	4	3	3	3	3.45
Overall Mean Score											3.67	

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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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

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

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Semester: VI

Hours: 4

Code : 20CO6DE4A

Credits: 3

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Apply the concept of portfolio management for the better investment.	PSO - 1	Ap
CO - 2	Apply the knowledge to invest in less risk and more return securities.	PSO - 2	Ap
CO - 3	Understand the Primary market and instruments.	PSO - 5	A
CO - 4	Acquire the knowledge about secondary market and stock exchange.	PSO - 2	Kn
CO - 5	Acquire the knowledge on SEBI.	PSO - 1	An & Sy

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

Semester: VI		SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT										Hours: 4
Code : 20CO6DE4A												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	3	2	4	4	4	3	4	5	3	3.55
CO - 2	3	3	2	2	2	3	4	4	4	4	5	3.27
CO - 3	4	3	4	3	2	2	3	5	4	5	3	3.45
CO - 4	3	3	2	2	3	3	3	4	4	4	3	3.09
CO - 5	3	4	3	2	3	2	3	3	3	4	3	3
Overall Mean Score											3.27	

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:

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

Introduction - Meaning of Investment - Definition - Investment vs Speculation- Investment vs Gambling - Investment objectives - Classification of investments - Modes of investment -Meaning of real and financial assets - Types of financial assets - Investment portfolio management - Principles of portfolio management - Security analysis. **(12 Hours)**

UNIT II

Risk- Meaning - Risk vs Uncertainty - Causes of risk - Types of risk - Rate of return of a single asset - Risk of return - Risk and expected return - Risk return relationship - Measurement of risk. **(12 Hours)**

UNIT III

Primary market - Meaning - Characteristics - Objectives and importance - Functions - Evolution of capital - Structure of the Indian capital market - Capital market instruments - Primary market intermediaries - Types of issues. **(12 Hours)**

UNIT IV

Secondary market - Definition of stock exchange - Characteristics - Functions of stock exchange - Benefits - Organization of stock exchange in India - Growth of stock exchanges in India - Recent developments in the secondary markets - Major stock exchanges in India. **(12 Hours)**

UNIT V

Introduction - SEBI Act 1992 - The management of the board - Powers and functions of SEBI - Penalties and Adjudication - SEBI Guidelines for issue of securities - Common conditions for public issues and rights issues - Pricing in public issue - Evaluation of SEBI - Limitations of SEBI. **(12 Hours)**

COURSE BOOK

2. Shashi K. Gupta, Rosy Joshi, Security Analysis & Portfolio Management (Investment Mangement) Kalyani Publishers, Chennai, 2017.

BOOKS FOR REFERENCE:

1. DR. Joseph Anbarasi and N. Jananki raman , Financial and Investment Management, Sultan Chand & sons, first edition, 2004.
2. Punithavathy Pandian Security Analysis & Portfolio Management, Vikas Publishing Private Ltd.,2007
3. V.A. Avadhani, Investment Management, Himalaya Publishing House, Seventh edition, 2008
4. DR. L. Natarajan, Investment Management, Margham Publications, second edition, 2008.
5. V.K. Bhala Security Analysis & Portfolio Management, S.Chand Publication, 2009

FINANCIAL MARKETS AND INSTITUTIONS

Semester: VI

Code : 20CO6DE4B

Hours: 4

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 - 2	U
CO - 3	Identify the different types of risk associated with capital investment.	PSO - 2	Ap
CO - 4	Compute commission and identify the problems of merchant bankers and factoring.	PSO - 3	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 AND INSTITUTIONS										Hours: 4
Code : 20CO6DE4B												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	4	3	5	4	3	4	2	3.82
CO - 2	5	3	3	4	3	2	5	3	4	3	2	3.36
CO - 3	5	4	3	4	3	3	5	4	3	4	3	3.73
CO - 4	5	4	3	4	3	4	3	3	3	4	4	3.64
CO - 5	5	3	3	4	3	4	5	3	3	4	3	3.64
Overall Mean Score												3.64

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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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:

3. 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.

PUBLIC FINANCE

Semester: VI

Hours: 4

Code : 20CO6DE4C

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 concepts of public finance and its role in social and economic developments.	PSO - 1	K
CO - 2	Identify the sources of revenue of an individual and business unit	PSO - 2	An
CO - 3	Compare productive and un productive expenditure and able to frame cost effective production policy	PSO - 3	Ap
CO - 4	Assess the causes and effects of debt and its impact on an individual, family and business units	PSO - 1	An
CO - 5	Identify the sources of revenue of local bodies and the responsibilities of an individual and administrators in generating revenue to local bodies	PSO - 3	An

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

Semester: VI		PUBLIC FINANCE										Hours: 4
Code : 20CO6DE4C												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	3	2	4	3	4	1	3	5	3	3.09
CO - 2	3	3	4	3	3	2	5	2	3	4	3	3.18
CO - 3	5	3	3	4	4	1	3	2	4	3	3	3.18
CO - 4	5	3	2	3	3	4	3	4	3	3	3	3.27
CO - 5	4	4	3	3	2	3	3	4	3	3	4	3.27
Overall Mean Score											3.19	

Result: The score for this course is **3.19** (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 public finance - Meaning - Definitions - Nature - Scope - Role of public finance in economic development - Principles of maximum social advantage. **(12 Hours)**

UNIT II

Main sources of public revenue - Classification and importance of taxes - Shifting, effects of taxation - Effects of taxation on production - Effects of taxation on distribution and other effects. **(12 Hours)**

UNIT III

Public expenditure - Meaning and causes for the growth of public expenditure in India - Classifications and canons of public expenditure - Characteristics of good tax system - Canons of taxation for Indian Economy. **(12 Hours)**

UNIT IV

Public Debt: Meaning and profile of public debt in India-Growth of external debt - Sustainability of domestic debt - Fiscal challenges **(12 Hours)**

UNIT V

Local Finance: Local bodies and their financial responsibilities, sources of local bodies - Local taxation. **(12 Hours)**

COURSE BOOK:

- D.M. Mithani, Modern Public Finance: Theory and Policy, (Under Indian Perspective), Himalaya Publishing House, New Delhi, 2016

BOOK FOR REFERENCES:

1. Dr.S. Sankaran, Business Economics, Margham publications, Chennai, reprint 2014
2. Ruding Dornbusch Stanley Fischor, Macro Economics, International Student Edition. McGraw-Hill Ltd.
3. Misra and Puri, Indian Economy, Himalaya Publishing House, New Delhi, 2010.
4. Dr.S. Sankaran, Indian Economy, Policy and Problems, Margham Publications, Chennai, 2010.

PRINCIPLES OF ACCOUNTANCY

Semester: VI

Hours: 2

Code : 20CO6GE02

Credits: 2

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Acquire a thorough understanding of the basic accounting rules.	PSO - 1	K
CO - 2	Understand different types of accounts.	PSO - 2	An
CO - 3	Develop the skill of preparing final accounts of a sole proprietor.	PSO - 3	Ap
CO - 4	Explain and illustrate the importance of cash book in business.	PSO - 1	An
CO - 5	Locate and analyze financial data from annual reports of corporations.	PSO - 3	An

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

Semester: VI		PRINCIPLES OF ACCOUNTANCY										Hours: 2
Code : 20CO6GE02												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	4	3	5	4	3	2	3	3.27
CO - 2	4	2	2	3	5	3	4	5	3	3	3	3.36
CO - 3	4	3	2	2	5	4	4	4	5	3	2	3.45
CO - 4	5	4	3	3	4	4	5	4	4	3	2	3.72
CO - 5	4	4	2	3	5	3	4	4	5	3	2	3.45
Overall Mean Score											3.47	

Result: The score for this course is **3.47** (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

Accounting - Definition - Need for Accounting - Objectives of Accounting - Double Entry System - Types of Accounting - Accounting Rules. **(6 Hours)**

UNIT II

Journal -Posting from Journal to Ledger -Balancing of Ledger Accounts. **(6 Hours)**

UNIT III

Preparation of Subsidiary Books -Simple Cash Book- Petty cash. **(6 Hours)**

UNIT IV

Trial Balance - Definition - Objectives - Preparation of Trial Balance. **(6 Hours)**

UNIT V

Final Accounts - Objectives - Preparation of Trading, Profit and Loss Account and Balance Sheet - Simple Adjustments. **(6 Hours)**

COURSE BOOK:

- Course Material prepared by the Department of Commerce

BOOKS FOR REFERENCE:

1. T.S. Reddy & Dr.A.Muruthy, Advanced Accountancy, Margham Publications, Chennai, 2016.
2. R.S.N. Pillai & Bagavathi, Advanced Accounting, S. Chand & Company Ltd., New Delhi, 2009.
3. R.L. Gupta & M. Radhaswamy, Advanced Accounting, Sultan Chand & Sons, New Delhi, 2005.
4. Dr. M.A. Arulanandam, Dr. K.S. Raman, Advanced Accounting, Himalaya Publishing House, 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												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
Overall Mean Score												3.58

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)

$$2 \times 7 = 14$$

WOMEN ENTREPRENEURSHIP

Semester: VI

Hours: 2

Code : 20SE6CO04

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 significance of women entrepreneurship	PSO - 1	K
CO - 2	Identify the opportunities for women entrepreneurs in various sectors	PSO - 1	Ap
CO - 3	Acquire knowledge on starting small scale industry	PSO - 3	Ap & An
CO - 4	Identify the financial support offered by government	PSO - 3	An
CO - 5	Understand the role of SHGs in promoting entrepreneurship	PSO - 5	K

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

Semester: VI		WOMEN WNTREPRENEURSHIP										Hours: 2
Code : 20SE6CO04												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	2	2	4	3	4	1	3	5	3	3.09
CO - 2	3	3	4	3	3	2	5	2	3	4	3	3.18
CO - 3	5	3	3	4	4	1	2	3	4	3	3	3.18
CO - 4	5	3	2	3	3	4	3	4	3	3	3	3.27
CO - 5	4	4	3	2	3	3	3	4	4	3	3	3.27
Overall Mean Score											3.19	

Result: The score for this course is **3.19** (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 Entrepreneurship- Meaning -Definitions - Significance of Women Entrepreneurship - Factors Contributing to Women Entrepreneurship - Characteristics - Challenges faced by Women Entrepreneurs - Remedies to overcome the challenges. **(6 Hours)**

UNIT II

Growth of women Entrepreneurship - Entrepreneurship in Sectors like Agriculture, Tourism, Health care, Transport and allied services - Relationship between Entrepreneurship and Empowerment - Achievements of Women Entrepreneurs. **(6 Hours)**

UNIT III

Steps in starting small scale industries- Business idea-Identifying business opportunity-Forms of ownership-Insurance-Government clearances and Tax concession. **(6 Hours)**

UNIT IV

Funding and Support for Women Entrepreneurs - Dena Shakti-Self Employed Women Associations- CENT Kalyani - Shree Shakti Package- Oriented Mahila Vikas Yojana-MUDRA Loan - Udyogini Financial Linkages- ICICI Bank: Empowering women through economic independence-Small Industries Development Bank of India (SIDBI) -Stand Up India-National Credit Guarantee Trustee Company Ltd (NCGTC)- Support to Training and Employment Programme for Women (STEP) **(6 Hours)**

UNIT V

Role of SHG in promoting women entrepreneurship - Benefits of Women Entrepreneurs - Tamil Women Entrepreneurs- Successful Women Entrepreneurs. **(6 Hours)**

COURSE BOOK:

- Course material prepared by the Department of Commerce.

BOOKS FOR REFERENCE:

1. B.Gupta and N.P Srinivasan, Entrepreneurial Development, Sultan Chand & Sons, Educational Publishers, New Delhi 2012
2. B.L.Gupta and Anil Kumar , Entrepreneurship Development, Mahamaya publishing house, New Delhi, 2009
3. C.B.Gupta and N.P.Srinivasan4Entrepreneurial Development, Sultan chand & Sons, New Delhi, 2009
4. Dr.Vasant Desai ,Small scale Industries and Entrepreneurship, , Himalaya Publishing House,New Delhi. 2010
5. Gorden and Natarajan ,Entrepreneurship Development, Himalaya publishing house, New Delhi. 2005,

HUMAN RESOURCE MANAGEMENT

Semester: VI

Code : 20CO6SS01

Credits: 2*

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Acquire knowledge on labour psychology related to domestic and international human resource management	PSO - 1	K
CO - 2	Develop inter personal relationship among the employees and maintain a cordial relationship between the laborer and the management	PSO - 3	Ap
CO - 3	Develop confidence in attending interviews conducted by both public and private sectors.	PSO - 2	C
CO - 4	Examine current issues, trends, practices and processes.	PSO - 2	An
CO - 5	Assess the various compensations and incentives provided for employees .	PSO - 3	Ap

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

Semester: VI		HUMAN RESOURCE MANAGEMENT										Credits: 2*
Code : 20CO6SS01												
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	3	3	3	3	4	3.36
CO - 2	3	4	4	3	3	4	3	2	4	4	3	3.36
CO - 3	4	2	3	4	4	3	3	2	4	3	3	3.18
CO - 4	4	3	3	3	3	4	4	3	4	3	3	3.36
CO - 5	3	4	3	3	4	3	3	4	3	3	4	3.36
Overall Mean Score											3.36	

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

Human resource management - its evolution - its objectives - qualities of a HRmanager - Difference between HRM and personnel management. **(6 Hours)**

UNIT II

Meaning and features of strategic HRM - SHRM Vs HRM - Models of strategic human resource management - Its benefits. **(6 Hours)**

UNIT III

Recruitment and selection - Job analysis - Job description - job specification - Job design - recruitment policy -Selection - meaning - Difference between recruitment and selection. **(6 Hours)**

UNIT IV

Career planning - Process - Career guidance and counseling - Training and development - Methods - Process of career guidance. **(6 Hours)**

UNIT V

Human resource evaluation and compensation - Performance evaluation - Job evaluation - Its objectives - Concept of wages - Incentives and benefits- Grievances. **(6 Hours)**

COURSE BOOK:

- Pravin Durai, Human Resource Management, Dorling Kindersley (India) Pvt. Ltd., Licensees of Pearson Education in South Asia, New Delhi, 2010.

BOOKS FOR REFERENCE:

1. V. Balakrishnan, M. Subramanian, Behavioural Dimensions in Human Resource Management, Anurag Jain for Excel Books, (Excel Printers) Delhi, 2006.
2. Y.K. Singh, H.S. Rawat, Human Resource Management, APH Publishing Corporation, Delhi, 2008.
3. Scottsnell & George, Bohlander, Human Resource Management, Baba Barkha Nath Printers, New Delhi.2009.
4. John M. Ivancevich, Human Resource Management, Tata McGraw Hill Publishing Company Ltd., New Delhi, 2008.

RURAL DEVELOPMENT

Semester: VI

Code : 20CO6SS02

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 structure of rural set up and the standard of living of the rural people	PSO - 1	K
CO - 2	Analyze the significance of small and micro finance for industrial development	PSO - 2	An
CO - 3	Acquire knowledge on the types of agricultural credit and its sources and the reasons for rural indebtedness	PSO - 3	Ap
CO - 4	Compare the structure of regulated and open markets and also understand the role of storage and warehousing departments in rural areas	PSO - 1	An
CO - 5	Become familiar with the women empowerment programme and striving for establishing gender justice in the society	PSO - 3	An

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

Semester: VI		RURAL DEVELOPMENT										Credits: 2*
Code : 20CO6SS02												
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	2	4	3	4	1	3	5	3	3.09
CO - 2	3	3	4	3	3	2	5	2	3	4	3	3.18
CO - 3	4	3	3	5	4	1	3	2	4	3	3	3.18
CO - 4	5	3	2	3	3	4	3	4	3	3	3	3.27
CO - 5	3	4	3	3	2	3	3	4	3	3	4	3.27
Overall Mean Score											3.19	

Result: The score for this course is **3.19** (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

Socio economic structure of rural India- Introduction - Rural and Urban differences -India as land of villages - Predominance of rural population in India - Living conditions of rural people - Rural structure and its composition - Caste in the Indian society -Untouchability - Occupational Structure - Agriculture and allied sector -Industrial sector -Service sector - Rural society in transition.

UNIT II

Small Scale and Micro Enterprises - Introduction - Definition of Micro Enterprises - National importance of Micro and Small Enterprises (MSEs) - Problems of Micro and Small Enterprises (MSEs) - Karve Committee Recommendations - Industrial Policy Resolution of 1956 - Khadi and Village Industries (KVIs) - Coir industries - Handlooms -Power Looms -Handicrafts - Wood development - Food processing industry - Sericulture - Fisheries - Horticulture - Animal husbandry and dairying.

UNIT III

Rural Banking and Credit- Introduction - Different types of agricultural credit - Sources of agricultural credit - Evolution of institutional credit - Rural indebtedness - Causes for rural indebtedness - Evils of indebtedness - Remedial measures - Role of state and rural credit - Multi Agency Approach in rural credit - Social control of commercial bank - Nationalization of commercial banks - Commercial banks and weaker sections in the reform era.

UNIT IV

Rural Marketing-Introduction- definition and scope of rural marketing- Importance of agricultural marketing- Marketing costs - Problems in marketing of agricultural products - Marketable surplus and marketed surplus-Factors influencing marketable surplus - Recommendations of the National Commission on Agriculture (NCA) - State and rural marketing - Regulated markets - Storage and warehousing - Market information - Sustainable Rural (SRM)

UNIT V

Women Empowerment and Micro Finance-Introduction - Concept of women empowerment - Concept of Micro Finance - Women empowerment in India - Programmes for empowerment of women - Economic empowerment of women and ongoing schemes - Gender justice to women

COURSE BOOK:

- K. Venkata Reddy, Agriculture and Rural Development, Himalaya Publishing House, New Delhi 2012.

BOOKS FOR REFERENCE:

1. Dr.S. Sankaran, Indian Economy, Policy and Problems, Margham Publications, Chennai, 2015.
2. Dr. S. Sankaran, International Business and Environment, Margham Publications, Chennai, 2012.
3. Dr. S. Sankaran, Agricultural Economy of India, Margham Publications, Chennai, 2015.
4. Misra and Puri, Indian Economy, Himalaya Publishing House, New Delhi, 2015

COOPERATIVE MANAGEMENT

Semester: VI

Code : 20CO6SS03

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 principles of Co-Operation.	PSO - 1	K
CO - 2	Compare the functions of public sector banking & Co-Operative banking.	PSO - 1	An
CO - 3	Analyse the marketing activities of Co-Operations.	PSO - 2	Ap
CO - 4	Understand the Management of various types of Co-Operatives.	PSO - 2	Ap
CO - 5	Acquire knowledge on Consumer Co-Operatives	PSO - 3	An

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

Semester: VI		COOPERATIVE MANAGEMENT										Credits: 2*
Code : 20CO6SS03												
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	2	4	4	3	5	2	2	3	4	3.36
CO - 2	5	3	2	4	4	3	5	2	2	3	4	3.45
CO - 3	4	4	3	3	5	3	4	5	2	4	3	3.63
CO - 4	3	3	4	3	5	3	4	3	5	4	3	3.63
CO - 5	3	2	3	3	5	3	4	5	4	4	3	3.45
Overall Mean Score											3.52	

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

Cooperation: Nature and Substance - Principles of Cooperation - The Cooperative Sector and Economic Development - Cooperative Management: Nature and Functions.

UNIT II

Management Aspects of cooperative Banking - Application of Marketing Concepts to Cooperative Banking - Integration of short Term and Long Term Credit Structures-Public Sector Banking and Cooperative Banking in India.

UNIT III

Cooperative Marketing - Nature and scope - Cooperative Marketing - Agriculture Exports by Cooperatives - Supply of Agriculture Inputs - Marketing Fertilizers under Competitive Conditions.

UNIT IV

Management of sugar Cooperatives - Cooperative Rice Mills - Management aspects of Fisheries Cooperatives - Cooperatives for Inland Fisheries

UNIT V

Cooperative department stores in India - Purchase policies, Organisation and procedures for consumer cooperatives - Rationalized Purchasing - Role of the Board of Management - Controlling Purchasing Costs in a Consumer Cooperatives.

COURSE BOOK

- G.S .KAMAT, New Dimenions of Cooperative Management Himalaya Publishing House, New Delhi, 2019.

BOOKS FOR REFERENCE:

1. Dr. N. Arundhati, Cooperative Management, Sai Jyothi Publications, New Delhi, 2013.
2. Dr. Sujit Das, Cooperative Management, Akhand Publications House, New Delhi, 2020.
3. Dr.Ramkishen, Cooperative Management,Jaico Publishing House, New Delhi,2013
4. Pradeep Kumar Ray, Cooperative Management, Springer Publishing House, New Delhi, 2012

BUSINESS ORGANISATION

Semester: VI

Code : 20CO6SS04

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 in Business Organization.	PSO - 1	K
CO - 2	Evaluate the ownership of business.	PSO - 1	An
CO - 3	Select the suitable size of business and its operations.	PSO - 2	Ap
CO - 4	Analyse the hierarchy of an organization.	PSO - 2	Ap
CO - 5	Conduct different types of meetings.	PSO - 3	An

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

Semester: VI		BUSINESS ORGANISATION										Credits: 2*
Code : 20CO6SS04												
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	2	4	4	3	5	2	2	3	4	3.36
CO - 2	5	3	2	4	4	3	5	2	2	3	4	3.45
CO - 3	4	4	3	3	5	3	4	5	2	4	3	3.63
CO - 4	3	3	4	3	5	3	4	3	5	4	3	3.63
CO - 5	3	2	3	3	5	3	4	5	4	4	3	3.45
Overall Mean Score											3.53	

Result: The score for this course is **3.53** (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 of business - Division of business - Types of Trade- Objectives of business - Requisites for success in modern Business - Qualities of good business man - Evolution of business industry. Industrial revolution - Economic and Political consequences.

UNIT II

Ownership and size of business firms - Sole Proprietorship - Partnership - Co - Operative society and Joint stock Company - Public utilities - Ideal form of organization - Choice of suitable form- Features merits and demerits - Evaluation - distinction between various forms - multinational companies

UNIT III

The economic size - criteria of measurement - Economics of large scale production - social evil of big business - reasons for survival of small units - Optimum firm - Factors affecting optimum size - Representative firm - External economics - Corporate restructuring - Mergers-and acquisitions - Types - Motives and benefits of mergers and acquisition.

UNIT IV

Business management-functions-Scope-Company organisation- Organs - Shareholders- Board of Directors-Powers and Duties -Chief Executives-Managing Directors-Managers- Problems in Managements- Oligarchy- Causes Democratizations

UNIT V

Company Meetings and Resolutions - Meetings of Board of Directors - Members Creditors and debenture holders - Proxy - Quorum - Chairman - Minutes- Motions - Ascertaining the sense of the house.

COURSE BOOK

- Business Organisation, S.M.Sundaram, Sree Meenakshi Publications, Karaikudi, 2012

BOOKS FOR REFERENCE:

1. Y.K. Bhusan, Fundamentals of Business Organization and Management - S. Chand & Co., New Delhi, 2004
2. M.C Shukla, Business Organization and Management, S. Chand & Company Ltd., New Delhi. 2011
3. Jagadish Prakash, Business Organization and Management, Sree Meenakshi Publications, Karaikudi, 2012
4. Saxena, Business Organization and Management, S. Chand & Company Ltd., New Delhi. 2011.

PG & RESEARCH CENTRE OF COMMERCE
QUESTION PATTERN- SELF STUDY COURSE

PART-A

Answer All Questions

$10 \times 1 = 10$

PART-B

Answer the following Questions

$5 \times 6 = 30$

PART-C

Answer the following Questions

$5 \times 12 = 60$

**STUDENT TRAINING PROGRAMME
NATIONAL CADET CORPS
U.G. PROGRAMME OUTCOMES (2020 - 2023)**

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.

PROGRAM SPECIFIC OUTCOMES (PSO)

PSO NO.	UPON COMPLETION OF THIS PROGRAMME 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

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
Overall Mean Score											3.64	

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.

Scheme of Evaluation	
Summative Examination (2 hours)	25 Marks
Continuous Internal Assessment	75 Marks
Total	100 Marks

Scheme of Evaluation of Continuous Internal Assessment		
1.	Attendance - 240 hours	10 Marks
2.	Special Camp	40 Marks
3.	“B” and “C” certificate examination	25 Marks
Total		75 Marks

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)

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.

PROGRAM SPECIFIC OUTCOMES (PSO)

PSO NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO	PO MAPPED
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
Overall Mean Score											3.56	

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 Morrisette, Youth aware, Holy cross fathers, Bangalore, 1977, Seema Yadav, Food Hazards and Hygiene, Anmol Publications Pvt. Ltd, New Delhi, 1st 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
Total	100 Marks

Scheme of Evaluation of Continuous Internal Assessment		
1.	Attendance - 240 hours	10 Marks
2.	Special Camp	40 Marks
3.	Case Study	10 Marks
Total		60 Marks

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)

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.

PROGRAM SPECIFIC OUTCOMES (PSO)

PSO NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO	PO MAPPED
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

PHYSICAL EDUCATION - COURSE PATTERN (2017 - 2020)

Sem.	Code	Title of the Paper	Hours	Credits
I & II	20STPPE01	Yoga and Rhythmic Activities	120	-
III & IV		Fundamentals of Physical Education	120	2*
		Total	240	2*

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
Overall Mean Score											3.58	

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
Overall Mean Score												3.82

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:

$\text{Mean Score of Cos} = \frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	$\text{Mean Overall Score for Cos} = \frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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UNIT I: 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
	Total	:	100 marks

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
	Total	:			60 marks

QUESTION PATTERN FOR SUMMATIVE EXAMINATION

Total marks: 25

Time: 1^{1/2} 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)**

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.	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)

PSO	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO	PO MAPPED
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
Overall Mean Score											4.34	

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
5. <https://www.researchgate.net/publication/334126464>

SCHEME OF EVALUATION

1.	Summative Examination (3 hours)	:	75 marks
2.	Continuous Internal Assessment	:	25 marks
	Total	:	100 marks

<i>Scheme of Evaluation of Continuous Internal Assessment</i>		
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>
	<i>Total</i>	<i>25 Marks</i>

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
Overall Mean Score											3.98	

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.

"Everytwo second someone Needs blood Red Cross urges blood donations."

[Http://www.redcross.org/news/article/il/chicago/Everytwosecondsomeone](http://www.redcross.org/news/article/il/chicago/Everytwosecondsomeone)

Needs blood Red Cross urges blood donations. Red Cross, n.d.

SCHEME OF EVALUATION

1.	Summative Examination (2 hours)	:	75 marks
2.	Continuous Internal Assessment	:	25 marks
	Total	:	100 marks

<i>Scheme of Evaluation of Continuous Internal Assessment</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>
	<i>Total</i>	<i>25 Marks</i>

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**

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	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO	PO MAPPED
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
Overall Mean Score											3.82	

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
	Total	:	100 marks

<i>Scheme of Evaluation of Continuous Internal Assessment</i>		
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>
	Total	25 Marks

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)

Extension

SKILL DEVELOPMENT PROGRAMME (SDP)

CERTIFICATE COURSE

Code	Title of the Course	Hours	Credit
20CO1SD01	Skill Development Programme (SDP) Computerised Accounting (Lab)	60	2

CONTINUOUS INTERNAL ASSESSMENT COMPONENT (CIA)

THEORY:

Component	Marks	Marks
Internal Test I	40	Converted to 25
Internal Test II	40	
Quiz	10	
Assignment	5	
Attendance	5	
Total	100	25

CONTINUOUS INTERNAL ASSESSMENT COMPONENT (CIA)

Practical can be decided by the respective Dept.

PASSING MINIMUM

Semester Examination	
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 × 1 Mark = 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 atleast 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 atleast one Question from allotted Units)

SKILL DEVELOPMENT PROGRAMME (SDP) CERTIFICATE COURSE

COMPUTERISED ACCOUNTING (LAB)

Code: 20CO1SD01

Hours: 60

Credits: 2

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 - 1	K
CO - 2	Acquire the skill for recording financial and inventory transactions.	PSO - 2	K
CO - 3	Retrieve various accounting and inventory statements using business software.	PSO - 3	Sy
CO - 4	Work with TCS, TDS and GST.	PSO - 1	Ap
CO - 5	Prepare payroll reports for service institution, small and medium level business.	PSO - 2	Sy

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

Code: 20CO1SD01		COMPUTERISED ACCOUNTING (LAB)										Hours: 60
												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	4	5	5	5	3	3	3.91
CO - 2	4	2	2	4	4	4	5	5	4	3	3	3.64
CO - 3	4	4	3	4	4	3	4	4	3	4	3	3.64
CO - 4	5	3	2	4	5	3	4	5	3	4	3	3.73
CO - 5	5	3	2	4	4	3	4	4	3	3	3	3.45
Overall Mean Score											3.67	

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

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

COURSE BOOK:

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

BOOKS FOR REFERENCE:

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

Internal Component	Marks	Marks
Internal test I	40	Converted to 25
Internal test II	40	
Continuous Performance	10	
Lab Records	5	
Attendance	5	
Total	100	25

SKILL DEVELOPMENT PROGRAMME (CERTIFICATE COURSE)

GANDHIAN THOUGHT

PROGRAMME OUTCOMES

PO. NO.	UPON COMPLETION OF THIS COURSE 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 such as self-esteem, positive attitude, self-discipline and self-motivation.

PROGRAMME SPECIFIC OUTCOMES

PSO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PO MAPPED
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

**Hour: 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										Hour: 1
Code: CCHYGT01												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	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
Overall Mean Score												4.45

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

Hour: 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										Hour: 1
Code: CCHYGT02												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	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
Overall Mean Score												4.45

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 & வி.ஏ. வித்யா	:	காந்திய சிந்தனை வினா-விடை (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

Hour: 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										Hour: 1
Code: CCHYGT01		தாள் I - மகாத்மா காந்தியின் வாழ்வு - CCHYGT01										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	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
Overall Mean Score												4.45

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

Hour: 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										Hour: 1
Code: CCHYGT02												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	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
Overall Mean Score											4.45	

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
Overall Mean Score											3.76	

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 6th Edition and Dewey Decimal Classification 20th 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
Overall Mean Score											3.69	

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 -6th edition, Main Classes

1. Dewey Decimal Classification 20th 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 - 6th Edition - Asia publishing house, New Delhi - 1960
8. Dewey Decimal Classification - Edited by John P Comaromi etc. - 20th Edition - Forest press, New York - 1989

EVALUATION METHOD

Theory Paper Code : 20GL1SD01		Practical Paper Code : 20GL1SDP1	
Internal	25 Marks	Internal	50 Marks
External	75 Marks	External	50 Marks
Total	100 Marks	Total	100 Marks

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
			Total	20	12

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
Total	*80

* 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 Itihas by Rajanath Sharma Vinod Pushhak Mandir, Agra - 2

The following topics have been prescribed Salient features of Aadikal 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. Kashmirgate,
Delhi - 110 006
PaariVarik Patra, Avedan Patra, Sampathak ke naam Patra,
Padhadhikariyon ke naam Patra