

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

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

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



## **BUSINESS ADMINISTRATION**

### **2020 - 2023**

## **DEPARTMENT OF BUSINESS ADMINISTRATION**

### **U.G. PROGRAMME OUTCOMES (2020 - 2023)**

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

### **U.G. PROGRAMME SPECIFIC OUTCOMES (PSO)**

<b>PSO. NO.</b>	<b>UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO</b>	<b>PO MAPPED</b>
1.	Gain knowledge about various functional areas of management, along with commercial correspondence.	PO - 1 PO - 2
2.	Equip themselves in legal systems and analytical skill about the business	PO - 5
3.	Inculcate and stimulate the managerial skills to tune with working environment.	PO - 4
4.	Develop their views on social ethical value and behavioral science.	PO - 3
5.	Apply the practical knowledge related to human resource, marketing, operations, services, finance and research methodology in business along with computer skills.	PO - 1 PO - 4

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

Sem.	Part	Code	Title of the Course	Hours	Credit
I	I	20GT1GS01/ 20GH1GS01/ 20GF1GS01	Tamil - I Hindi - I French - I	6	3
	II	20GE1GS01	English - I	6	3
	III	20BB1MC01	Fundamentals of Management	4	3
	III	20BB1MC02	Commercial Correspondence	5	4
	III	20BB1AC01	Managerial Economics - I	5	4
	IV	20BB1AE01	<b>Ability Enhancement Compulsory Course (AECC)- 1:</b> Professional English	2	2
	IV	20SE1CE1C	<b>Skill Enhancement Compulsory Course (SECC)- 1:</b> Computer Education	2	2
	V	20STPNS01/ 20STPNC01/ 20STPPE01/ 20STPCC01/ 20STPRR01/ 20STPRC01	<b>Students Training Programme:</b> National Service Scheme/ National Cadet Corps/ Physical Education/ Consumer Club/ Red Ribbon Club/ Youth Red Cross	-	-
			<b>Total</b>	<b>30</b>	<b>21</b>
II	I	20GT2GS02 20GH2GS02 20GF2GS02	Tamil - II Hindi - II French - II	6	3
	II	20GE2GS02	English - II	6	3
	III	20BB2MC03	Financial Accounting	5	4
	III	20BB2MC04	Office Management	4	4
	III	20BB2AC02	Managerial Economics-II	5	4
	IV	20AE2ES02	<b>Ability Enhancement Compulsory Course (AECC)- 2:</b> Environmental Studies	2	2
	IV	20SE2CB02	<b>Skill Enhancement Compulsory Course (SECC)- 2:</b> Capacity Building	2	2

Sem.	Part	Code	Title of the Course	Hours	Credit
II	V	20STPNS01/	<b>Students Training Programme:</b> National Service Scheme/ National Cadet Corps/ Physical Education/ Consumer Club/ Red Ribbon Club/ Youth Red Cross	-	-
		20STPNC01/			
		20STPPE01/			
		20STPCC01/			
		20STPRR01/			
		20STPRC01			
			<b>Total</b>	<b>30</b>	<b>22</b>
III	I	20GT3GS03	Tamil - III	6	3
		20GH3GS03	Hindi - III		
		20GF3GS03	French - III		
	II	20GE3GS03	English - III	6	3
	III	20BB3MC05	Production and Material Management	9	8
	III	20BB3MC06	Practical Costing		
	III	20BB3AC03	Quantitative Techniques-I	5	4
	III		<b>Discipline Specific Elective - 1</b>	4	3
		20BB3DE1A/	Advertising and Salesmanship/		
		20BB3DE1B/	Strategic Management/		
		20BB3DE1C	Export Import Procedures and Documentation		
	V	20STPNS01/	<b>Students Training Programme:</b> National Service Scheme/ National Cadet Corps/ Physical Education/ Consumer Club/ Red Ribbon Club/ Youth Red Cross	-	-
		20STPNC01/			
		20STPPE01/			
		20STPCC01/			
		20STPRR01/			
		20STPRC01			
			<b>Total</b>	<b>30</b>	<b>21</b>
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
	III	20BB4MC07	Organizational Behaviour	9	8
	III	20BB4MC08	International Business		
	III	20BB4AC04	Quantitative Techniques - II	5	4
	III	20BB4DE2A/ 20BB4DE2B/ 20BB4DE2C	<b>Discipline Specific Elective - 2</b> Supply chain Management / Event Management/ Body Language and Interview Skill	4	3
	V	20STPNS01/ 20STPNC01/ 20STPPE01/ 20STPCC01/ 20STPRR01/ 20STPRC01	<b>Students Training Programme:</b> National Service Scheme/ National Cadet Corps/ Physical Education/ Consumer Club/ Red Ribbon Club/ Youth Red Cross	-	2*
	V	20SLPEX01	<b>Service Learning Programme -</b> Extension JACEP	-	-
			<b>Total</b>	<b>30</b>	<b>21+2*</b>
V	III	20BB5MC09	Human Resource Management	22	20
	III	20BB5MC10	Accounting Package		
	III	20BB5MC11	Legal Systems in Business		
	III	20BB5MC12	Marketing Management		
	III	20BB5DE3A/ 20BB5DE3B/ 20BB5DE3C	<b>Discipline Specific Elective - 3</b> Research Methodology/ Customer Relationship Management/ Rural Marketing	4	3
	IV	20BB5GE01/ 20GE5NC01	<b>Generic Elective - 1 (NME)</b> Services Marketing/ NCC - National Integration and Personality Development	2	2
	IV	20SE5AB03	<b>Skill Enhancement Compulsory Course (SECC) -3:</b> Aptitude Building - I	2	2
	V	20SLPEX01	<b>Service Learning Programme -</b> Extension JACEP	-	2*
			<b>Total</b>	<b>30</b>	<b>27+2*</b>

Sem.	Part	Code	Title of the Course	Hours	Credit
VI	III	20BB6MC13	Management Accounting	22	21
	III	20BB6MC14	Corporate Law		
	III	20BB6MC15	Project- Inplant Training		
	III	20BB6MC16	Financial Institutions and Services		
	III	20BB6DE4A/ 20BB6DE4B/ 20BB6DE4C	<b>Discipline Specific Elective - 4</b> Entrepreneurship/ Management Information System/ Business Organisation	4	3
	IV	20BB6GE02/ 20GE6NC02	<b>Generic Elective - 2 (NME)</b> Business Environment NCC- Organization and Health Programme in NCC	2	2
	IV	20SE6BB04	<b>Skill Enhancement Compulsory Course (SECC) - 4:</b> Leadership Skills	2	2
	V	20BB6SS01/ 20BB6SS02/ 20BB6SS03/ 20BB6SS04/ 20BB6SM01	<b>Self Study Course:</b> Personality Enrichment/ Investment Management/ E-Business/ Training and Development/ MOOCs	-	2*
			<b>Total</b>	<b>30</b>	<b>28+2*</b>
			<b>Total</b>	<b>180</b>	<b>140+6*</b>

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

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

<b>Code</b>	<b>Title of the Course</b>	<b>Hours</b>	<b>Credit</b>
20BB1SD01/ 20BB1SD02/ 20BB1SD03	Money & Banking/ Portfolio Management/ Retail Marketing	60	2

**CERTIFICATE COURSE ON GANDHIAN THOUGHT**

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

**CONTINUOUS INTERNAL ASSESSMENT COMPONENT (CIA)****THEORY:**

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

**Continuous Internal Assessment Component (CIA)**

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

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

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

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

### **EXTERNAL QUESTION PATTERN**

#### **PART - A**

10 Questions  $\times$  1Mark = 10 Marks

(Two Questions from each Unit)

#### **PART - B**

5 Questions  $\times$  5 Marks = 25 Marks

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

#### **PART - C**

4 Questions  $\times$  10 Marks = 40 Marks (4 Questions out of 6)

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

### **INTERNAL QUESTION PATTERN**

#### **PART - A**

10 Questions  $\times$  1Mark =10 Marks

#### **PART - B**

2 Questions  $\times$  5 Marks = 10 Marks

(Internal Choice)

#### **PART - C**

2 Questions  $\times$  10 Marks = 20 Marks (2 Questions out of 3)

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



**PART – I Tamil - இக்கால இலக்கியம்**

பருவம்: ஒன்று

நேரம்: 6

குறியீடு: 20GT1GS01

புள்ளி: 3

**COURSE OUTCOMES:**

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

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

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

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

**Note:**

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

**Values Scaling:**

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

- |                                 |   |  |
|---------------------------------|---|--|
| 1. பாரதியார்                    | - | நிலாவும் வான்மீனும் காற்றும்<br>(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<br>எழுத்து - முதலெழுத்து, சார்பெழுத்து<br>சொல் - பெயர்ச்சொல், வினைச்சொல், இடைச்சொல்,<br>உரிச்சொல் |
| 2. கி. இராஜா | - | தமிழ் இலக்கிய வரலாறு<br>(இக்கால இலக்கியம், மரபுக்கவிதை, புதுக்கவிதை, உரைநடை தொடர்பான இலக்கிய வரலாறு)                  |

### பாடநூல்கள்:

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

## ENGLISH FOR COMMUNICATION -I

**Semester: I**

**Code : 20GE1GS01**

**Hours: 6**

**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	K, AP
CO - 2	Read and comprehend texts.	PSO-1 ,PSO-2	C, AP
CO - 3	Use academic resources.	PSO-3	AP
CO - 4	Engage in independent learning.	PSO-3	A, S, E
CO - 5	Obtain critical and analytical thinking.	PSO-5	AP, S, E

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

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

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

#### Note:

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

#### Values Scaling:

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

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

Naming and Describing

  - Nouns and Pronouns
  - Adjectives

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

1. Listening and Speaking
  - a. Listening with a Purpose
  - b. Effective Listening
  - c. Tonal Variation
  - d. Listening for Information
  - e. Asking for Information
  - f. Giving Information
2. Reading and Writing
  - a. Strategies of Reading:

Skimming and scanning
  - b. Types of Reading:

Extensive and Intensive Reading
  - c. Reading a Prose Passage
  - d. Reading a Poem
  - e. Reading a Short Story

## 2. Paragraphs: Structure and types

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

## 3. Study skills - II

### Using the internet as a resource

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

## 4. Grammar in Context

### Involving Action- I

- a. Verbs
- b. Concord

## **UNIT III**

**16 Hours**

## 1. Listening and Speaking

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

### 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 (TANSCHÉ)

**ENGLISH FOR COMMUNICATION I - 20GE1GS01**

**QUESTION PATTERN**

**Time: 3 Hours**

**Marks: 75**

**PART - A**

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

**PART - B**

**Answer the following**

**5 x 5 = 25**

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

**PART - C**

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

20x1=20

## FUNDAMENTALS OF MANAGEMENT

**Semester: I**

**Hours: 4**

**Code : 20BB1MC01**

**Credits: 3**

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Understand about managerial functions and skills.	PSO-1	K
CO-2	Describe the importance of planning and decision making.	PSO-5	An
CO-3	Know about the effectiveness of organizing, and delegation.	PSO-3	Ap
CO-4	Gain Knowledge about motivation with the help of various leading theories.	PSO-4	S
CO-5	Control mechanisms and its result.	PSO-2	C

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

Semester: I		FUNDAMENTALS OF MANAGEMENT										Hours: 4
Code : 20BB1MC01												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	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 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**

Management - Nature and definition - Functions of management - Management: Art, Science and Profession. Administration Vs Management. Functional Areas of Management:-Managerial skills, Technical skills, and Human and Conceptual skills, Levels of Management: Top - level, Middle level and lower level. **12 Hours**

## **UNIT II**

Evolution of Management - F.W. Taylor and Scientific Management, Contribution of Fayol; Planning-Definition, Importance and Characteristics. Planning process - Types of plans - Merits and limitations of planning; Decision making - meaning, process and types. **12 Hours**

## **UNIT III**

Organizing: Meaning, Definition and Principles, Organization structure and charts-Features of good organization: Line, Functional, line and staff, committee-Merits and Demerits of line and line staff, Departmentation -process and methods. Delegation of authority - Definition, Need and Principles, Centralization and Decentralization - Merits and Demerits. **12 Hours**

## **UNIT IV**

Staffing - Definition, Meaning, Elements, Importance; Directing-meaning, Importance, Principles; Motivation - meaning - definition - Theories of motivation - Maslow's need Hierarchy theory - Douglas MC Gregors X and Y theory of motivation. **12 Hours**

## **UNIT V**

Control - Meaning, Nature, Importance and Principles, Steps and Techniques, Requirement of an Effective control system. **12 Hours**

## **COURSE BOOK:**

- Gupta, C.B., Management Theory and Practice, Fourteenth Edition, Sultan Chand & Sons, New Delhi. 2014.

## **BOOKS FOR REFERENCE:**

1. Prasad, L.M., Principles and Practice of Management, Eighth Edition Reprint, Sultan Chand & Sons, New Delhi. 2015.
2. Tripathi, P.C., Principles of Management, Sixth Edition, McGraw-Hill Education, New Delhi. 2017.
3. Mitra, J.K, Principles of Management, Oxford University. 2017.

## COMMERCIAL CORRESPONDENCE

**Semester: I**

**Hours: 5**

**Code : 20BB1MC02**

**Credit: 4**

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Know the effectiveness of communication.	PSO-1	K
CO-2	Familiar with Business correspondence.	PSO-3	An
CO-3	Acquire practical knowledge about circulars and report writing.	PSO-2	Ap
CO-4	Gain knowledge about Interview letter, Application letter and testimonial.	PSO-4	C
CO-5	Insist the role of modern equipment in Business.	PSO-5	S

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

Semester: I		COMMERCIAL CORRESPONDENCE										Hours : 5
Code : 20BB1MC02												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	5	3	3	4	3	4	4	3.81
CO-2	4	4	5	3	5	3	4	4	4	4	4	4
CO-3	3	5	4	5	3	4	5	4	3	3	4	3.90
CO-4	4	3	5	4	4	3	4	5	4	3	5	4
CO-5	4	3	4	3	4	5	4	4	4	5	3	3.90
Overall Mean Score												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**

Communication - meaning - Communication cycle - Principles of communication -  
Medias of Communication **(15 Hours)**

## **UNIT II**

Need - functions and kinds of business letters - Mechanical parts of Business letter  
- Various types of business letters - letter of enquiry and reply - quotations - Offers  
- Orders - Cancellation of orders. **(15 Hours)**

## **UNIT III**

Circulars - status enquiries - Application for a situation - Reports - Meaning -  
definition - Characteristics of a good report. **(15 Hours)**

## **UNIT IV**

Interview letter - Appointment letter - Promotion letter - Testimonials. **(15 Hours)**

## **UNIT V**

Modern communication Devices - Role of computers in Business Communication -  
meaning of internet, E-Mail. **(15 Hours)**

## **COURSE BOOK:**

- Rajendra pal and J.S. Korlahalli, Essentials of Business communication, Sultan Chand Publication, 2018

## **BOOKS FOR REFERENCE:**

1. R.S. Pillai & Bagavathi, Business Communication, Sultan Chand Publication. 2009.
2. Ramesh M.S. & Paten Shetty, Effective Business English & Communication, Sultan Chand Publication. 2010.
3. L. Garkside, Modern Business Communication, Mac Millan Publication. 2007.
4. Essentials of Business Communication, K. Sundar & A. Kumara Raj. 2017.

## MANAGERIAL ECONOMICS - I

**Semester: I**

**Hours: 5**

**Code : 20BB1AC01**

**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 factors influencing business.	PSO-2	K
CO-2	Gain knowledge on consumer behavior.	PSO-3	Ap
CO-3	Acquire knowledge on the types and factors influencing demand.	PSO-5	Ap
CO-4	Identify the role of elasticity in demand and price fixation.	PSO-4	C
CO-5	Know the cost structure of market and sources of revenue.	PSO-1	An

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

Semester: I		MANAGERIAL ECONOMICS - I										Hours: 5
Code : 20BB1AC01												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	5	3	4	5	3	4	4	3	5	4	4
CO-2	5	3	5	4	4	5	4	4	4	3	3	4
CO-3	4	5	3	5	5	4	4	4	3	4	5	4.18
CO-4	5	3	4	4	4	3	5	3	5	4	4	4
CO-5	4	3	4	5	4	5	3	5	4	3	4	4
Overall Mean Score												4.04

**Result:** The score for this course is **4.04** (Very High Relationship)

#### Note:

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

#### Values Scaling:

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

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: DEMAND FORECASTING**

Meaning - Purposes of demand forecasting - Factors involved in demand forecasting - Methods of forecasting for an established products - Survey of buyer's intension method - collective opinion method - Trend projection method - Economic indicator - Controlled experiment method - Experts opinion method - Method of forecasting for new products - Essentials of good forecasting. **(15 Hours)**

## **UNIT V: COST AND REVENUE**

Meaning - Types of cost - Money cost - Real Cost - opportunity Cost - Short and Long Run costs - Revenue - Meaning - Total Revenue - Average revenue - Marginal Revenue - Relationship between Total and Marginal Revenue. **(15 Hours)**

## **COURSE BOOK:**

- N. Srinivasan, Managerial Economics, Meenakshi Pathippagam, Madurai, 2009.

## **BOOKS FOR REFERENCE:**

1. R. Cauvery, Dr. M. Girija, Dr. R. Meenakshi, Managerial Economics, S. Chand & Company Ltd, New Delhi, 2009.
2. R.L Varshney & K.L. Maheswari, Managerial Economics, Sultan Chand & Sons, New Delhi, 2005.
3. Dr. M. John Kennedy, Fundamental of Business Economics, Britto Publishing House, Madurai, 2011.
4. H.L. Ahuja, Modern Economics, S. Chand and Company Ltd, New Delhi, 2009.

## PROFESSIONAL ENGLISH

**Semester: I**

**Hours: 2**

**Code : 20BB1AE01**

**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 : 20BB1AE01												Credits: 2
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	4	4	4	4	4	4	4	3	4	4	4	3.90
CO-2	3	4	4	4	4	4	4	3	4	4	4	3.81
CO-3	4	3	3	3	4	4	4	4	3	3	4	3.63
CO-4	3	4	4	3	4	4	4	3	3	3	4	3.54
CO-5	3	4	3	3	3	3	3	4	4	4	4	3.45
<b>Overall Mean Score</b>												<b>3.68</b>

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

#### Note:

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

#### Values Scaling:

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

## **UNIT I: COMMUNICATION**

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

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

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

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

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

## **UNIT II: DESCRIPTION**

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

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

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

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

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

## **UNIT III: NEGOTIATION STRATEGIES**

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

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

**Reading:** Longer Reading text.

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

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

## **UNIT IV: PRESENTATION SKILLS**

**Listening:** Listening to lectures.

**Speaking:** Short talks.

**Reading:** Reading Comprehension passages

**Writing:** Writing Recommendations

Interpreting Visuals inputs

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

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

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

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

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

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

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

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

**COURSE BOOK:**

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

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

**PROFESSIONAL ENGLISH -20BB1AE01  
QUESTION PATTERN**

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

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



**STREAM - C**  
**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 powerpoint 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
<b>Overall Mean Score</b>												<b>3.65</b>

**Result:** The score for this course is **3.65 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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## **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 CO <sub>s</sub>
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	4	2	4	5	3	4	5	5	4	3	4.25
CO - 2	4	4	5	4	3	5	5	3	2	5	3	4.19
CO - 3	4	5	4	2	5	3	4	5	5	2	3	3.83
CO - 4	5	3	5	2	4	5	3	2	4	5	4	3.83
CO - 5	5	5	4	5	4	3	2	4	5	3	2	3.83
<b>Overall Means Score</b>												<b>3.98</b>

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

**Note:**

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

**Values Scaling:**

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

1. திருஞானசம்பந்தர் - திரு ஆலவாய் - 2 பாடல்கள்

1. மந்திரமாவது நீறு...

2. வேத்திலுள்ளது நீறு ...

2. திருநாவுக்கரசர் - தேவாரம் - 2 பாடல்கள்

1. நாமார்க்கும் குடியல்லோம்...

2. பாலனாய்க் கழிந்த ...

3. சுந்தரர் - தேவாரம் - 2 பாடல்கள்

1. ஊனாய் உயிர் ஆனாய் ...

2. மழுவாள் வலன் ஏந்தி மன்ற ...

4. மாணிக்கவாசகர் - சிவபுராணம் 15 வரிகள்

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

#### அலகு2: வைணவம்:

1. பேயாழ்வார் - திருக்கண்டேன்...

2. பூதத்தாழ்வார் - அன்பே தகளியா...

3. பொய்கையாழ்வார் - வையம் தகளியா...

4. ஆண்டாள் - திருப்பாவை முதல் 10 பாடல்கள்

#### அலகு3: சிற்றிலக்கியங்கள்

1. கலிங்கத்துப்பரணி - இந்திர சாலம்

2. நந்திக் கலம்பகம்

1. மயில் கண்டால் மயிலுக்கே வருந்தியாங்கே - 25வது பாடல்

2. ஓடரிக்கண் மடநல்லீர் ஆடாமோ ஊசல் - 29வது பாடல்

3. அறம்பெருகும் தனிச்செங்கோன் மாயன் தொண்டை - 60வது பாடல்

#### அலகு4: குறுநாவல்

ரட்டை வால் குருவி - யாழ் எஸ். ராகவன்

#### அலகு5:

இலக்கணம்: யாப்பின் உறுப்புக்கள்

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

#### பாடநூல்கள்:

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

## ENGLISH FOR COMMUNICATION - II

**Semester: II**

**Hours: 6**

**Code : 20GE2GS02**

**Credits: 3**

### COURSE OUTCOMES:

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

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

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

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

**Note:**

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

### Values Scaling:

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

1. Speaking and listening
  - a. Participating in group discussions
- 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 (TANSCHÉ)

**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

**Semester: II**

**Hours: 5**

**Code : 20BB2MC03**

**Credit: 4**

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Know about accounting principles-concepts and conventions.	PSO-5	K
CO-2	Acquire knowledge about journal ledger and trial balance.	PSO-2	An
CO-3	Gain knowledge about subsidiary books.	PSO-3	Ap
CO-4	Enhance knowledge in Bank reconciliation statement.	PSO-1	S
CO-5	Develop knowledge about need and importance of final accounts.	PSO-4	C

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

Semester: II		FINANCIAL ACCOUNTING										Hours: 5
Code : 20BB2MC03												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	5	3	3	4	5	4	4	5	4	4
CO-2	3	3	5	3	4	3	5	4	4	3	3	3.63
CO-3	4	4	3	5	3	3	4	4	3	5	4	3.81
CO-4	5	3	4	4	5	4	5	3	4	4	3	4
CO-5	4	3	5	4	3	4	3	4	3	3	5	3.72
<b>Overall Mean Score</b>												<b>3.83</b>

**Result:** The score for 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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## **UNIT I**

Accounting: Meaning - Definition - Objectives - Functions of accounting - Limitation of Accounting - classification of Accounting - Rules of the double entry system - Advantage of double entry system - Accounting concepts - Accounting conventions - Model of GST in India **(15 Hours)**

## **UNIT II**

Journal - meaning - Rules of Journalizing, difference between trade discount and cash discount - preparation of Journal - ledger - Journal to ledger, and Trial balance - objectives of Trial balance and basic problems. **(15 Hours)**

## **UNIT III**

Subsidiary books: classification of subsidiary books - cash book - single column - double column - three column cash book - Petty cash book - Purchase book - Sales book - Sales return book - Purchase return book. **(15 Hours)**

## **UNIT IV**

Bank reconciliation statements - Need - Reasons for the difference between cash book and pass book - procedures and Preparation of Bank Reconciliation Statement. **(15 Hours)**

## **UNIT V**

Final accounts: Trading accounts - Profit and loss account - Balance sheet with Simple Adjustment **(15 Hours)**

## **COURSE BOOK:**

- S.P. Jain, K. L. Narang, Simmi Aggrawal, Monika Sehgal Fundamentals of Accounting, 2019, Kalyani Publication

## **BOOKS FOR REFERENCE:**

1. Shukla and Grewal, Financial Accounting, Sultan Chand Publication. 2008.
2. Raman and Arulanandan, Financial Accounting, Pass Publication. , 2017.
3. Jain Narang, Financial Accounting, Kalyani Publication. 2014.
4. Gupta and Radhaswamy, Financial Accounting, Prasanna Publication. 2012.

**NOTE:** 40% Theory oriented questions, 60% problem oriented questions)

## OFFICE MANAGEMENT

**Semester: II**

**Hours: 4**

**Code : 20BB2MC04**

**Credits: 4**

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Know about the importance of Office and Officer in the organization.	PSO-5	K
CO-2	Insist the importance of office accommodation and office layout.	PSO-2	C
CO-3	Acquire knowledge about the selection of suitable office environment.	PSO-3	Ap
CO-4	Identify the role of indexing and office forms.	PSO-4	U
CO-5	Understand the role of office appliances & Management Information system in the organization.	PSO-1	An

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

Semester: II		OFFICE MANAGEMENT										Hours: 4
Code : 20BB2MC04												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	4	4	3	4	3	4	5	4	3.90
CO-2	4	5	3	4	4	5	4	5	4	3	4	4.09
CO-3	5	3	4	4	5	3	3	4	4	4	4	3.90
CO-4	4	4	5	4	4	5	3	4	4	5	4	4.18
CO-5	5	3	4	5	4	3	3	4	5	4	4	4
Overall Mean Score												4.01

**Result:** The score for this course is **4.01** (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**

Office - Meaning and Importance - Functions of Office - Office Manager - Qualities of a Manager - Functions of an Office Manager. **(12 Hours)**

## **UNIT II**

Office Accommodation: Introduction - Location of office-Factors affecting Location - Office layout - Objectives, Principles of Layout; Open office and Private office - Advantages and Disadvantages ;factors in physical layout. **(12 Hours)**

## **UNIT III**

Office Environment: Introduction, Meaning for office lighting - Ventilation - Interior decoration - furniture - fittings and accessories - freedom from noise - physical hazards - security - secrecy. **(12 Hours)**

## **UNIT IV**

Filing: Meaning, Definition, Types, Classification; Indexing - Meaning - Types of index - Advantages and Disadvantages: Office forms - Meaning - Types of forms - Objectives and its Advantages. **(12 Hours)**

## **UNIT V**

Office Appliances - Meaning - Importance - Factors in Selecting Office Machines - Modern devices - MIS - Components of MIS. **(12 Hours)**

## **COURSE BOOK:**

- R.S.N. Pillai and Baghavathi, Office Management, Sultan Chand and Sons Publication, 2008.

## **BOOKS FOR REFERENCE:**

1. R.K. Chopra, Commercial correspondence and Office management, Himalaya Publishing House, 2009.
2. Prasanta K. Ghosh, Office Management, Sultan Chand and Sons Publication, 2014.
3. S.P. Arora, Office Organisation and Management, Vikas Publishing House, 2006.
4. C.S.C. Krishnamacharyulu and Lalitha Ramakrishnan, Business Communication (Text, cases and Laboratory Manual), Sultan Chand and Sons Publication, 2012.

## MANAGERIAL ECONOMICS - II

**Semester: II**

**Hours: 5**

**Code : 20BB2AC02**

**Credits: 4**

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Identify the objectives of a business firm and frame cost effective policies.	PSO-1	K
CO-2	Identify the factors influencing pricing and framing suitable price policies.	PSO-2	Ap
CO-3	Determine profit targets, techniques and sources and prepare different profit planning methods.	PSO-3	Ap
CO-4	Gain exposure on different theories of profit and prepare suitable profit policies.	PSO-5	Ap
CO-5	Acquire knowledge on the significance of national income.	PSO-4	An

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

Semester: II		MANAGERIAL ECONOMICS - II										Hours: 5
Code : 20BB2AC02												Credits: 4
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	3	4	4	4	5	3	4	5	4	3	4
CO-2	4	5	3	4	3	4	5	3	4	3	5	3.90
CO-3	5	3	4	5	4	4	3	4	3	5	4	4
CO-4	4	5	4	3	4	3	4	5	3	4	4	3.90
CO-5	4	3	5	4	3	5	3	4	4	3	4	3.81
<b>Overall Mean Score</b>												<b>3.92</b>

**Result:** The score for this course is **3.92** (High Relationship)

**Note:**

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

**Values Scaling:**

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

Maximization of profit - Sales maximization - Security of profit - Maximization of Satisfaction - Utility maximization - Growth maximization - Cost concepts: The Incremental cost - The time perspective cost - The discounting cost - The opportunity Cost - The principle of equi - marginalism. **(15 Hours)**

## **UNIT II: PRICING POLICIES AND METHODS**

Meaning - Objectives of pricing policies - 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 III: 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)**

## **UNIT IV: THEORIES OF PROFIT**

Rent theory of profit - Wage theory of profit - The dynamic theory of profit - Risk theory of profit - The uncertainty theory of profit - Innovation theory of profit - Gross and net profit - Policies on profit maximization - Forestalling potential competition - Standard of reasonable profit - Profits for control. **(15 Hours)**

## **UNIT V: NATIONAL INCOME**

Meaning and definitions of national income - Components of national income - Gross National Product - Net National Product - Per capita Income - Disposable Income - Personal Income - Gross Domestic Product-Methods of computing National - Income - Income received method - Production method - Expenditure method - Problems in computing national income - Significance of national income. **(15 Hours)**

## **COURSE BOOKS:**

- N. Srinivasan, Managerial Economics, Meenakshi Pathippagam, Madurai, 2015.  
(Units I to IV)
- N. Srinivasan, Economic Development of India, Meenakshi Pathippagam, Madurai, 2017 (Unit V)

**BOOKS FOR REFERENCE:**

1. R. Cauvery, Dr. M. Girija, Dr. R. Meenakshi, Managerial Economics, S. Chand & Company Ltd, New Delhi, 2009.
2. R.L Varshney & K.L. Maheswari, Managerial Economics, Sultan Chand & Sons, New Delhi, 2005.
3. Dr. M. John Kennedy, Fundamental of Business Economics, Britto Publishing House, Madurai, 2011.
4. H.L. Ahuja, Modern Economics, S. Chand and Company Ltd, New Delhi, 2009.

**ENVIRONMENTAL STUDIES  
PROGRAMME OUTCOMES**

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

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

## ENVIRONMENTAL STUDIES

**Semester: II**

**Hours: 2**

**Code : 20AE2ES02**

**Credits: 2**

### COURSE OUTCOMES:

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

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

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

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

**Note:**

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

### Values Scaling:

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

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

## **UNIT II: NATURAL RESOURCES**

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

## **UNIT III: ECOSYSTEMS**

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

## **UNIT IV: ENVIRONMENTAL POLLUTION**

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

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

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

## **FIELD WORK**

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

## **COURSE BOOK:**

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

UNIT I : Section - 1.1 & 1.2

UNIT II : Section - 1.3 to 1.37

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

UNIT IV : Section - 3.1 to 3.37

UNIT V : Section - 4.1 to 4.17

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

### **Continuous Internal Assessment Component (CIA)**

#### **Theory:**

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

### **Continuous Internal Assessment Component (CIA)**

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

#### **Internal Question Pattern**

##### **Part - A**

10 Questions × 1Mark =10 Marks

##### **Part - B**

2 Questions × 5 Marks = 10 Marks

(Internal Choice)

##### **Part - C**

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

(Open Choice and atleast one Question from allotted Units)

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

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

**PROGRAMME SPECIFIC OUTCOMES**

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

## CAPACITY BUILDING

**Semester: II**

**Hours: 2**

**Code : 20SE2CB02**

**Credit: 2**

### COURSE OUTCOMES:

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

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

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

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

#### Note:

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

#### Values Scaling:

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

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

## **UNIT II**

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

## **UNIT III**

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

## **UNIT IV**

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

## **UNIT V**

Film Review: Thani Oruvan , Peranmai, Dhangal, 36 Vayadhinile, Kaatrin Mozhi, Ratchasi, English Vinglish - Short Film Making–Submission of Short Film. (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 Brearee 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=PLHw83ZMxtQ9NdRd5yAxYrxkRsqcvwiae@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:**

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

### **Continuous Internal Assessment Component (CIA)**

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

#### **Internal Question Pattern**

##### **Part - A**

10 Questions × 1Mark =10 Marks

##### **Part - B**

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

##### **Part - C**

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

**பொதுத்தமிழ் - காப்பிய இலக்கியம்**

பருவம்: மூன்று

நேரம்: 6

குறியீடு: 20GT3GS03

புள்ளி: 3

**COURSE OUTCOMES:**

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

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

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

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

**Note:**

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

**Values Scaling:**

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

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

## அலகு 2

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

## அலகு 3

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

## அலகு 4

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

## அலகு 5

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

## பாட நூல்கள்

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

## பார்வை நூல்கள்

1. பா. சரவணன் - சிலப்பதிகாரம், சந்தியா பதிப்பகம், சென்னை. 8  
2 ஆம் பதிப்பு - ஜனவரி - 1997.
2. இராம - லட்சுமணன் - மணிமேகலை, உமா பதிப்பகம், சென்னை 1  
2 - ஆம் பதிப்பு - 1998.
3. முனைவர் கமலாமுருகன் - வளையாபதி குண்டலகேசி மூலமும் உரையும்  
சாரதா பதிப்பகம்,  
சென்னை - 600 014.
4. போரா ந.ம.மரிய அருட்பிரகாசம் (தொ.ஆ) - தேம்பாவணி  
மாவிகா அச்சகம், கே. புதூர்,  
மதுரை.
5. செய்குதம்பி பாவலர் - சீறாப்புராணம், யூனிவர்சல் பிரிண்டர்ஸ்,  
வடக்கு உஸ்மான்சாலை, சென்னை  
டிசம்பர் - 2014
6. முனைவர் ச. திருஞான சம்பந்தம் - யாப்பருங்கலக்காரிகை, கதிர் பதிப்பகம்,  
திருவையாறு, முதற் பதிப்பு - 2007



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

## ENGLISH FOR COMMUNICATION - III

**Semester: III**

**Code : 20GE3GS03**

**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 : III		ENGLISH FOR COMMUNICATION - III										Hours: 6
Code : 20GE3GS03												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of COs
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	4	5	3	4	5	4	4	3	5	5	5	4.27
CO-2	3	5	4	4	5	5	3	3	4	4	5	4.09
CO-3	3	5	4	3	3	3	3	4	3	3	5	3.54
CO-4	3	5	3	4	3	3	3	4	4	3	5	3.63
CO-5	5	5	4	3	5	5	3	5	4	5	5	4.45
<b>Overall Mean Score</b>												<b>3.99</b>

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

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos = $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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**UNIT I****15 Hours****LISTENING AND SPEAKING**

Listen to a Success Story. Narrate a Success Story

**READING AND WRITING**

Read a Poem, Write a Poem

**WORD POWER ON LIFE SKILLS:**

Problem Solving & Decision Making

**GRAMMAR IN CONTEXT:**

Articles, Determiners and Quantifiers (some, many, much, little, a little, few, a few)

**UNIT II****20 Hours****LISTENING AND SPEAKING**

Listen to a Product Description and Promotion. Present a Product Description and Promotion.

**READING AND WRITING**

Read a Short Story. Write a Short Story

**WORD POWER ON LIFE SKILLS:**

Creative Thinking & Critical Thinking

**GRAMMAR IN CONTEXT:**

- Linking Words/Connectives
- Compound Words

**UNIT III****20 Hours****LISTENING AND SPEAKING**

Listen to a DIY (Do It Yourself). Present a DIY

**READING AND WRITING**

Read the Report of an Incident. Write a Report of an Incident

**WORD POWER ON LIFE SKILLS:**

Self Awareness & Empathy

**GRAMMAR IN CONTEXT:**

Simple and Compound Sentences

**UNIT IV****20 Hours****LISTENING AND SPEAKING**

Listen to a Travel Video. Present a Travel Video (Documentary & Vlog)

**READING AND WRITING**

Read an Autobiographical Piece. Write an Autobiographical Piece.

**WORD POWER ON LIFE SKILLS:**

Interpersonal Skills and Good Communication

**GRAMMAR IN CONTEXT:**

Complex Sentence

## **UNIT V**

**15 Hours**

### **LISTENING AND SPEAKING**

Listen to Eco Talk. Present an Eco Talk

### **READING AND WRITING**

Read about an Enterprise. Write about an Enterprise

### **WORD POWER ON LIFE SKILLS:**

Management of Stress & Management of Emotions

### **GRAMMAR IN CONTEXT:**

Direct and Reported Speech.

### **COURSEBOOK**

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

### **BOOKS FOR REFERENCE:**

1. Savarimuttu, Rohan J.S, and G. Petricia Alphine Nirmala, *English Grammar and Usage-An Ideal Companion for Advanced Learners*. New Century Book House (P) Ltd, 2016.

**ENGLISH FOR COMMUNICATION-SEMESTER-III-20GE3GS03**

**Question Pattern**

**Time: 3 Hours**

**Max. Marks: 75**

1. Choose the correct Answer (Unit - I & II) 20 x 1 = 20
2. (a) Write a poem of your own.(Unit - I) 1 x 5 = 5

(OR)

- (b) Write a short story of your choice in 300 words. (Unit - II)
3. Frame sentences using the given compound words. (Unit - II) 5 x 1 = 5
4. Write a report on any one of the following. (Unit - III) 1 x 10 = 10
5. Label the following sentences as simple or compound. (Unit - III) 5 x 1 = 5
6. Narrate your personal experience on any one of the following in 100 words.
- (Unit - IV) 1 x 10 = 10
7. Transform the following as directed.(Simple, Compound, Complex) .
- (Unit - IV) 5 x 1 = 5
8. (a) Attempt to narrate the story of an Entrepreneur/Enterprise. (Unit-V) 1 x 10 = 10
- (Or)
- (b) Answer the reading comprehension questions and complete the reported speech activity.
9. Transform the following sentences as directed. (Unit - V) 5 x 1 = 5

## PRODUCTION AND MATERIAL MANAGEMENT

Semester: III

Hours: 4

Code : 20BB3MC05

Credits: 4

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.	PSO-1	K
CO-2	Plan and implement suitable materials handling principles and practices in the operations.	PSO-5	An
CO-3	Gain knowledge about Material management in the organization	PSO-4	E
CO-4	Insists the role of Inventory Control in the production.	PSO-3	C
CO-5	Plan and implement suitable quality control measures in Quality Circles to TQM	PSO-1	Ap

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

Semester: III		PRODUCTION AND MATERIAL MANAGEMENT										Hours: 4
Code : 20BB3MC05												Credits: 4
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	3	5	5	4	3	5	4	5	3	5	4.27
CO-2	3	5	4	3	5	4	5	5	4	3	4	4.09
CO-3	4	5	5	4	5	3	5	3	5	4	5	4.36
CO-4	5	3	4	5	4	3	5	4	4	3	5	4.09
CO-5	4	5	4	4	5	3	3	4	5	4	3	4.00
Overall Mean Score												4.16

**Result:** The score for this course is **4.16** (Very High Relationship)

#### Note:

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

#### Values Scaling:

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

Production Management - Functions - Scope - Plant location - Factors - Site location - Factors - Plant layouts - Principles - Process - Types - Product layout for production planning and control - Principles - Information flow - Routing - Scheduling - Dispatching - Control. **(12 Hours)**

## **UNIT II**

Materials Handling - Importance - Principles - Criteria for selection of Material Handling Equipments - Maintenance - Types - Breakdown - Preventive - Routine - Methods study - Time Study - Definition - Motion Study - Principles. **(12 Hours)**

## **UNIT III**

Organization of Materials Management - Meaning - Definition-objectives - importance Purchasing - Procedure - eight rights (8R's) of purchasing - Types - Import Substitution- Import Purchase - Procedure - Vendor rating - methods of evaluation of suppliers - Vendor Development - scope of information on potential vendors. **(12 Hours)**

## **UNIT IV**

Inventory control - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Lead Time Analysis - Store Keeping - Scope - Types - Functions of Store Keeper responsibilities - Location of Store - principles - Bin card. **(12 Hours)**

## **UNIT V**

Quality Control - meaning-definition - objectives - inspection - objectives - functions - Types of Inspection - TQM: Meaning - Objectives - Elements - principles - Benefits - Bench Marking: Meaning - Objectives - Process - Advantages - ISO: Features -process for obtaining ISO - Advantages. **(12 Hours)**

## **COURSE BOOK:**

- Aswathappa K. & BhatShridhara, Production and Operations Management, Himalaya Publishing House, New Delhi, 2013.

## **BOOKS FOR REFERENCE:**

1. V.V. Varma, Materials Management, Sultan Chand & Sons, New Delhi, 2011.
2. Gopalakrishnan, Materials Management, Prentice Hall of India Pvt. Limited, 2015.
3. A.K. Datta, Materials Management, PHI Learning Pvt. Limited, New Delhi, 2012
4. Banga.T.R, Industrial Engineering and Management Science, Khanna Publishers, New Delhi, 2007.

## PRACTICAL COSTING

**Semester: III**

**Hours: 5**

**Code : 20BB3MC06**

**Credits: 4**

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Obtain basic ideas about cost accounting.	PSO-1	K
CO-2	Craft the importance of maintaining various inventory level.	PSO-5	Ap
CO-3	Understand about pricing of materials FIFO, LIFO, HIFO.	PSO-3	An
CO-4	Get the awareness about the marginal costing and break even analysis.	PSO-2	S
CO-5	Acquire awareness about the process costing.	PSO-5	C

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

Semester : III		PRACTICAL COSTING										Hours :5
Code : 20BB3MC06												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	5	3	4	5	4	4	5	4	5	4.36
CO-2	4	5	3	4	5	3	4	4	4	3	4	3.90
CO-3	5	4	5	3	4	4	4	3	4	5	4	4.09
CO-4	4	4	3	4	5	4	3	4	5	4	5	4.09
CO-5	5	5	4	3	4	5	4	5	4	5	4	4.36
Overall Mean Score												4.16

**Result:** The score for this course is **4.16** (Very High Relationship)

#### Note:

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

#### Values Scaling:

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

Cost Accounting - Meaning - Distinction between cost Accounting and Management Accounting - Objectives of cost accounting - Difficulties in installing costing system- cost control - Cost Audit - Methods of cost - Types of costing - Elements of cost- Preparation of cost sheet. **(15 Hours)**

## **UNIT II**

Store keeping - Functions of store - Minimum stock level - Maximum stock level - Re-order level - Danger level - EOQ - ABC Analysis - Inventory system - Periodic and perpetual system - Bin card - Stores ledger. **(15 Hours)**

## **UNIT III**

Issue procedure - Pricing of materials - First in first out - Last in first out - Highest in first out - Simple average - Weighted Average. **(15 Hours)**

## **UNIT IV**

Marginal costing - Meaning - Basic problems in marginal costing - Break even analysis. **(15 Hours)**

## **UNIT V**

Processes costing - Meaning - Difference between processes costing and job costing - Feature - Costing procedure - Losses and gains in process - Normal loss - abnormal losses - Abnormal gain. **(15 Hours)**

## **COURSE BOOK:**

- R.S.N. Pillai and Bhagavathy , Cost Accounting, S.Chand & Company Ltd., 2013.

## **BOOKS FOR REFERENCE:**

1. S.P. Jain and K.L .Narang, Advanced Cost Accounting, Kalayani Publishers, 2015.
2. N.K. Prasad, Cost Accounting, principles and problems, S. Chand & Company Ltd., 2012.
3. S.P. Iyyangar, Cost Accounting, S. Chand & Company Ltd., 2012.

## QUANTITATIVE TECHNIQUES - I

**Semester: III**

**Hours: 5**

**Code : 20BB3AC03**

**Credits: 4**

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Gain knowledge to measure and analyze the central tendency from various data's.	PSO-2	K
CO-2	Explicate the information in calculating dispersion.	PSO-5	Ap
CO-3	Identify the relationship among various variables and interpret them in a way that helps the manager in decision making.	PSO-3	S
CO-4	Measure the cost of living index and wholesale price index with various tools.	PSO-2	C
CO-5	Analyze and identify the product seasonal variation.	PSO-4	An

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

Semester: III		QUANTITATIVE TECHNIQUES - I										Hours: 5
Code : 20BB3AC03												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	5	3	5	3	5	4	5	5	3	4.09
CO-2	5	3	5	3	4	5	5	3	5	3	4	4.09
CO-3	4	4	3	5	5	3	4	4	3	5	4	4.00
CO-4	4	5	4	5	4	5	5	4	3	5	5	4.45
CO-5	5	5	5	3	4	3	4	5	5	3	4	4.18
Overall Mean Score												4.16

**Result:** The score for this course is **4.16** (Very High Relationship)

#### Note:

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

#### Values Scaling:

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

**Measures of Central Tendency:** Meaning - Mean - Median - Mode - Geometric Mean - Harmonic Mean - Weighted Arithmetic Mean - Correction of wrong Arithmetic Mean - Combining mean of two or more distribution. **(15 Hours)**

## **UNIT II**

**Measures of Dispersion and Skewness:** Range - Interquartile range - Mean deviation - Standard deviation - Combined Standard deviation skewness - Karl Pearson's co-efficient of skewness - Bowley's co-efficient of skewness - Kelly's co-efficient of skewness. **(15 Hours)**

## **UNIT III**

**Correlation and Regression Analysis:** Correlation - meaning - types - Karl Pearson's co-efficient of Correlation - Rank Correlation - Regression - Meaning - Regression Equation. **(15 Hours)**

## **UNIT IV**

**Index Numbers:** Meaning - Types - Simple aggregates, Weighted aggregate - Test of consistency of Index numbers - Fixed base - Chain base - Base shifting - Cost of living index - Family budget. **(15 Hours)**

## **UNIT V**

**Time Series :** Meaning - Uses - Components - Measurement of trend - Free hand method - Semi average method - Moving average method - Method of Least Square - Measurement of Seasonal Variation - Simple average method. **(15 Hours)**

## **COURSE BOOK:**

- M. Manoharan, Statistical Methods, Palani Publications, 2014.

## **BOOKS FOR REFERENCE:**

1. R.S.N. Pillai & V. Bagavathi, Statistics, S. Chand & Company Pvt. Ltd., 2010
2. Harry Frank & Steven C. Athoen, Statistics Concepts & Applications, Cambridge University Press, 2012.
3. S.P. Gupta, Statistical Methods, Exclusive Publication, 2014.

## ADVERTISING AND SALESMANSHIP

**Semester: III**

**Code : 20BB3DE1A**

**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	Know the role of advertising in marketing mix.	PSO-5	K
CO-2	Get the facts about various advertising and its uniqueness with publicity, propaganda, personal selling, and sales promotion.	PSO-3	Ap
CO-3	Imbibe the information's about visualization technique and effects of slogans.	PSO-4	C
CO-4	Obtain the knowledge about advertising layout and its effectiveness.	PSO-2	E
CO-5	Attain the awareness about the advertising agencies.	PSO-3	An

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

Semester: III		ADVERTISING AND SALESMANSHIP										Hours: 4
Code : 20BB3DE1A												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	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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## **UNIT I**

Advertising - Meaning - Definition - Features - Role of advertising in the marketing mix - Reason for advertising - Types of advertising - Distinction between advertising, publicity, propaganda, personal selling, and sales promotion. **(12 Hours)**

## **UNIT II**

Construction of an effective advertisement - Visualization - Technique of visualization - Copy of writing - Print copy - Headlines-body copy - Slogans - Characteristics of a good slogan - Different types of copy. **(12 Hours)**

## **UNIT III**

Layout - Meaning - Layout of advertisement - Requisites of an effective layout. Advertising agency - Meaning - Advertising departments - Functions of advertising manager - Functions of advertising agencies. **(12 Hours)**

## **UNIT IV**

Sales force management - Importance - Sales force decision - Sales force size - Recruitment and selection training - Methods - Motivating salesman controlling - Compensation and incentive - Fixing - Sales territories - quota - Evaluation. **(12 Hours)**

## **UNIT V**

Sales promotion - Meaning - Method - Promotional strategy - Marketing communication - Persuasion - Promotional instruments - Advertising - Techniques of sale promotion - Consumer and dealer promotion. **(12 Hours)**

## **COURSE BOOK:**

- S.A. Chunawalla, Advertising an Introductory Text, Himalaya Publishing House, 2015.

## **BOOKS FOR REFERENCE:**

1. S.A. Chunawalla, Advertising, sales and promotion management, Himalaya Publishing House, 2016.
2. S. Shyam Prasad & Sumit Kumar, Advertising Management, Ramesh Book Depot, 2009.
3. P. Saravanavel & S. Sumathi, Salesmanship and Advertising, Margam Publication, 2014.
4. R.C. Agarwal, Salesmanship and Advertising, Sultan Chand Publications, 2011.

## STRATEGIC MANAGEMENT

**Semester: III**

**Code : 20BB3DE1B**

**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	Synthesize knowledge from other business courses into a comprehensive understanding.	PSO-5	K
CO-2	Provide a basic understanding of the nature and dynamics of the strategy formulation and implementation processes.	PSO-3	Ap
CO-3	Encourage students to think critically and strategically.	PSO-4	C
CO-4	Develop the ability to identify strategic issues and design appropriate courses of action.	PSO-2	S
CO-5	Integrate the functional areas of management and to enable understand business from a strategy formulation.	PSO-3	An

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

Semester: III		STRATEGIC MANAGEMENT										Hours: 4
Code : 20BB3DE1B												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	5	4	5	4	3	5	4	5	4	5	4.36
CO-2	5	4	5	4	5	3	3	5	4	5	3	4.18
CO-3	4	5	4	5	4	3	5	4	5	4	5	4.36
CO-4	5	4	5	4	5	5	3	5	4	5	3	4.36
CO-5	4	5	4	5	4	3	5	4	5	4	5	4.36
<b>Overall Mean Score</b>												<b>4.32</b>

**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:**

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:** Concepts in Strategic Management, Strategic Management as a process - Developing a strategic vision, Mission, Objectives, Policies - Factors that shape a company's strategy. **(12 Hours)**

## **UNIT II**

**Environmental Scanning and leadership:** Methods. SWOT Analysis - Strategies and competitive advantages in diversified companies and its evaluation - Strategic Leadership: Leadership and Style - Leadership Actions - Developing Human Capital and Social Capital. **(12 Hours)**

## **UNIT III**

**Strategy Formulation :** Strategy Framework For Analyzing Competition, Competitive Advantage of a Firm, Exit and Entry Barriers - Formulation of strategy at corporate, business and functional levels. Types of Strategies - Tailoring strategy to fit specific industry - restructuring and diversification strategies. **(12 Hours)**

## **UNIT IV**

**Strategy Implementation :** Strategy and Structure, culture connection - Strategies for competing in Globalizing markets and internet economy - Organizational Values and Their Impact on Strategy - Resource Allocation - Planning systems for implementation. **(12 Hours)**

## **UNIT V**

**Strategy Evaluation and control:** Establishing strategic controls - Measuring performance - appropriate measures- Role of the strategist - using qualitative and quantitative benchmarking to evaluate performance - strategic information systems. **(12 Hours)**

## **COURSE BOOK:**

- P. Subba Rao, Business Policy and Strategic Management Text and Cases, Himalaya Publishing House, New Delhi, 2011

## **BOOKS FOR REFERENCE:**

4. Vijaya Kumar P, Strategic Management, Cengage learning, New Delhi, 2010
5. John A PearceII, Amita Mital, Strategic Management, TMH, New Delhi, 2012.
6. Sanjay Mohapatra, Cases Studies in Strategic Management, Pearson, New Delhi, 2012
7. Adrian Haberberg & Alison, Strategic Management, Oxford University Press, New Delhi, 2010
8. Appa Rao, Parvatheshwar Rao, Shiva Rama Krishna, Strategic Management and Business Policy, Excel Books, New Delhi, 2012

## EXPORT IMPORT PROCEDURES AND DOCUMENTATION

**Semester: III**

**Code : 20BB3DE1C**

**COURSE OUTCOMES:**

**Hours: 4**

**Credit: 3**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Know the Preliminaries for Export.	PSO - 1	K
CO - 2	Gain Knowledge about the Registration Formalities for Exports.	PSO - 3	An
CO - 3	Acquire Knowledge about Export Documentation and Procedures.	PSO - 2	Ap
CO - 4	Understand the Import Documentation and Procedures.	PSO - 4	C
CO - 5	Insist the role of Institutional Framework for Foreign Trade.	PSO - 5	S

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

Semester: III		EXPORT IMPORT PROCEDURES AND DOCUMENTATION										Hours: 4
Code : 20BB3DE1C												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	4	5	3	3	4	3	4	4	3.81
CO - 2	4	4	5	3	5	3	4	4	4	4	4	4
CO - 3	3	5	4	5	3	4	5	4	3	3	4	3.90
CO - 4	4	3	5	4	4	3	4	5	4	3	5	4
CO - 5	4	3	4	3	4	5	4	4	4	5	3	3.90
<b>Overall Mean Score</b>												<b>3.92</b>

**Result:** The score for this course is **3.92** (High Relationship)

**Note:**

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

**Values Scaling:**

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

**Preliminaries for Exports:** Meaning of Export-Classification of goods for Exports-Methods of Exporting: Direct exporting and Indirect Exporting-Export Marketing Organizations in India. **(12 Hours)**

## **UNIT II**

**Registration Formalities for Exports:** Introduction-Importer exporter Code (IEC) Number-Procedure for Obtaining IEC number-Exemptions from IEC-Registration cum Membership Certificate (RCMC) Export License- Application of Import and Export of Restricted items-Electronic Data Interchange (EDI). **(12 Hours)**

## **UNIT III**

**Export Procedures**-Steps in Export procedures-Pre-Shipment Procedure- Shipment Procedure-Post shipment Procedure; Export Documentation: Introduction-Aligned Documentation System(ADS)-Export Documentation in India-Commercial Invoice-Shipping Bill-Certificate of Origin-Consular Invoice-Mate Receipt - Bill of Lading-Guaranteed Remittance form. **(12 Hours)**

## **UNIT IV**

**Import Procedures** -Introduction-Pre-Import Procedures-Legal dimensions of Import Procedures-Retirements of Import Documents-Customs clearance for Imported Goods-Warehousing of Imported Goods-Exchange control provisions for Imports ;Import Documentation: Transport Documents-Bill of Entry- Airway Bill- Certification of Inspection-Certificate of Measurement-Freight Declaration. **(12 Hours)**

## **UNIT V**

**Institutional Framework for Foreign Trade:**EPCs-CBs-FIEO-IITF-IIP-ICA-ITPO-SEZs-EOUs-EHTPs-STPs-BTPs-ECGC-Financial Guarantees of ECGC- Policies issued by ECGC-Special Schemes of ECGC. **(12 Hours)**

## **COURSE BOOK:**

- Khuspat S.Jain - Export Import Procedures & Documentation - Himalaya Publishing House, 2013.

## **BOOKS FOR REFERENCE:**

1. Dr. Swapna Pillai - Export Import Procedures & Documentation - Sahityabhawan publications, 2012.
2. Dr. Khuspat S.Jain, Dr. Apexa V. Jain - Export Import Procedures & Documentation, Himalaya Publishing House, 2014.

**பொதுத்தமிழ் - பழந்தமிழ் இலக்கியம்**

பருவம்: நான்கு

நேரம்: 6

குறியீடு: 20GT 4GS04

புள்ளி: 3

**COURSE OUTCOMES:**

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

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

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

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

**Note:**

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

**Values Scaling:**

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

**1. நற்றிணை (2 பாடல்கள்)**

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

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

**2. குறுந்தொகை (5 பாடல்கள்)**

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

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

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

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

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

**3. கலித்தொகை (1 பாடல்)**

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

**4. அகநானூறு (2 பாடல்கள்)**

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

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

**5. புறநானூறு (2 பாடல்கள்)**

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

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

**அலகு 2: பத்துப்பாட்டு**

நெடுநல்வாடை முழுவதும்

**அலகு 3: நீதி நூல்கள்**

1. திருக்குறள் : அறத்துப்பால் - செய்நன்றி அறிதல் - ஈகை

2. நாலடியார் : பொருட்பால்

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

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

**அலகு 4: இலக்கணம்**

வல்லெழுத்து மிகும் இடம், மிகா இடம்

**அலகு 5: இலக்கிய வரலாறு**

சங்க காலம், சங்கம் மருவிய காலம் தொடர்பான இலக்கிய வரலாறு.

**பாடநூல் :**

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

2. கி. இராசா - தமிழ் இலக்கிய வரலாறு

நியூ செஞ்சுரி 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**  
பாவைபிரிண்டர்ஸ்,  
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.

## ENGLISH FOR COMMUNICATION - IV

**Semester: IV**

**Hours: 6**

**Code : 20GE4GS04**

**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	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: IV		ENGLISH FOR COMMUNICATION - IV										Hours: 6
Code : 20GE4GS04												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****15 Hours****Listening, Speaking & Writing**

A) Song: Que Sera Sera (Doris Day)

B) Film: Chronicles of Narnia – The Lion, The Witch and The Wardrobe

Speaking and writing exercises based on lexis and syntax of texts

**Reading, Speaking and Writing**

Drama (excerpts)- Excerpt from Tughlaq

Speaking and writing exercises based on lexis and syntax of texts

**Composition - Letter Writing (seeking permission)****Grammar for Composition**

The Art of Describing (Using Adjectives, Similes, Degrees of Comparison)

**UNIT II****20 Hours****Listening, Speaking & Writing**

A) Song: Wildflowers (Dolly Parton)

B) Film: Life of Pi

Speaking and writing exercises based on lexis and syntax of texts

**Reading, Speaking and Writing**Book Review – Text for Appreciation – Review of ‘A Red-necked Green Bird’  
by Ambai

Speaking and writing exercises based on lexis and syntax of texts

**Composition - Book Review****Grammar for Composition****The Art of Narrating (Tense and Voice)****UNIT III****20 Hours****Listening, Speaking & Writing**

A) Song: This One is for the Girls (Martina McBride)

B) Film: Jurassic Park

Speaking and writing based on lexis and syntax of texts

**Reading, Speaking and Writing**

Famous Speech – Shashi Tharoor’s Speech at the Oxford Union

Famous Essay – Fear Factor by Janaki Lenin

Speaking and writing based on lexis and syntax of texts

**Composition – Essay**

With a note on the difference between drafting a speech and drafting an essay

**Grammar for Composition**

The Art of Declamation

Beginning with an Anecdote (Past Tense, Reported Speech)

Presenting Compelling facts and figures (Tenses)

Using rhetorical questions

## UNIT IV

20 Hours

### Listening, Speaking & Writing

A) Song: Rhinestone Cowboy (Glen Campbell)

B) Film: The Lion King (Disney movies)

Speaking and writing based on lexis and syntax of texts

### Reading, Speaking and Writing

A Story With a Twist in the Tale

Speaking and writing based on lexis and syntax of texts

### Composition -

Narration of an incident where there is a twist in the tale

### Grammar for Composition

The Art of Giving Instructions/Directions (Using Imperative Sentences)

## UNIT V

15 Hours

### Listening, Speaking & Writing

A) Song: Heal the World (Michael Jackson)

B) Film: Charlie and the Chocolate Factory

Speaking and writing based on lexis and syntax of texts

### Reading, Speaking and Writing

Film Review

Speaking and writing based on lexis and syntax of the text for reading

### Composition – Film Review

### Grammar for Composition

The Art of Persuasive Writing (topic sentence, evidence, explanation, Linkers, use of adjectives and their synonyms, degrees of comparison, clauses, rhetorical question)

## COURSEBOOK

- ❖ Communicative English - Semester - III (For Students of Arts and Science Colleges) Tamilnadu State Council for Higher Education (TANSCHÉ)

## BOOKS FOR REFERENCE:

1. Savarimuttu, Rohan J.S, and G. Petricia Alphine Nirmala, *English Grammar and Usage-An Ideal Companion for Advanced Learners*. New Century Book House (P) Ltd, 2016.

**ENGLISH FOR COMMUNICATION-SEMESTER-IV-20GE4GS04**

**QUESTION PATTERN**

**Time: 3 Hours**

**Max. Marks: 75**

- |  |             |
|--|-------------|
| 1. Choose the correct answer (From all units)                        | 20 x 1 = 20 |
| 2. (a) Book review (Unit - II)                                       | 1 x 10 = 10 |
| (OR)   |             |
| (b) Film review from the prescribed movies in 300 words. (All units) |             |
| 3. Story completion in 200 words                                     | 1 x 10 = 10 |
| 4. Bio-poem Writing (Unit - II)                                      | 1 x 5 = 5   |
| 5. Letter writing (seeking permission) (Unit - I)                    | 1 x 10 = 10 |
| 6. Definition of the Poetic tools (All units)                        | 5 x 1 = 5   |
| 7. Comprehension passage with questions                              | 5 x 1 = 5   |
| 8. Change from Active voice to Passive/ Passive to Active (Unit II)  | 5 x 1 = 5   |
| 9. Transform Direct to Indirect speech (Unit - III)                  | 5 x 1 = 5   |



## ORGANIZATIONAL BEHAVIOUR

**Semester: IV**

**Hours: 5**

**Code : 20BB4MC07**

**Credits: 4**

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Critically evaluate why organizational behaviour is needed for Organization	PSO-4	K
CO-2	Acquire basic managerial traits.	PSO-3	C
CO-3	Ascertain the perceptual skills and maintain cordial relationship among the stake holders.	PSO-4	An Ap
CO-4	Enhance the leadership traits in an organization.	PSO-5	S
CO-5	Bring organizational change for the development of the organization.	PSO-2	C

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

Semester : IV		ORGANIZATIONAL BEHAVIOUR										Hours: 5
Code : 20BB4MC07												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	4	4	4	4	5	4	5	4	4	3	4.09
CO-2	5	5	4	4	4	4	4	4	4	4	3	4.09
CO-3	4	5	5	4	3	5	4	5	4	5	4	4.36
CO-4	4	5	5	4	5	4	3	4	5	4	5	4.36
CO-5	5	4	4	4	4	4	3	4	4	4	4	4.00
Overall Mean Score												4.18

**Result:** The score for this course is **4.18** (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**

Organizational Behaviour - Meaning - Definition - Fundamental concepts - Scope of organizational behavior -Importance of Organizational Behaviour Different Models of Organisational Behaviour - Autocratic - Custodial - Supportive - Collegial. **(15 Hours)**

## **UNIT II**

Personality - Meaning - Definition - Determinants of personality - Personality Traits Influencing Organisational Behaviour - Theories of Personality - Sigmund Freud Psycho Analytical Theory - Socio Psychological Theory - Traits Theory - Self Theory. **(15 Hours)**

## **UNIT III**

Perception - Meaning - Definition - Perception and sensation - The perceptual process - Managerial implication of perception - Developing perceptual skills. **(15 Hours)**

## **UNIT IV**

Leadership - Meaning - Definition - Difference between management and leadership - Informal and formal leaders - Importance of leadership - Theories of leadership - Trait theory - Behavioural theory - Situational theory of leadership. **(15 Hours)**

## **UNIT V**

Organizational change - Meaning - Reasons - Objectives for organizational change - Processes in planned change - Human reason to change - Organizational development - Meaning need - Limitations - Steps in organizational development. **(15 Hours)**

## **COURSE BOOK:**

- K. Aswathappa, Organizational Behaviour Text & Cases, Himalaya Publishing House, 2014.

## **BOOKS FOR REFERENCE:**

1. Fred Luthans , Organizational Behaviour, Mcgraw Hill International, 2012.
2. Stephen P. Robins, Organizational Behaviour, Pearson Education, 2014.
3. Uma Sekaran, Organizational Behaviour, Tata Mcgraw hill Publication, 2013.

## INTERNATIONAL BUSINESS

**Semester: IV**

**Hours: 4**

**Code : 20BB4MC08**

**Credits: 4**

### **COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Get an idea about various types of company in global level.	PSO-3	K
CO-2	Acquire knowledge about various approaches in International Business.	PSO-2	Ap
CO-3	Aware about MNC's.	PSO-5	An
CO-4	Grasp facts about globalization.	PSO-3	S
CO-5	Conceive about WTO and its functions.	PSO-4	C

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

Semester: IV		INTERNATIONAL BUSINESS										Hours: 4
Code: 20BB4MC08												Credits: 4
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	3	5	4	5	3	4	5	4	5	4	4.27
CO-2	4	5	4	5	4	5	3	4	5	3	5	4.27
CO-3	5	3	4	5	4	5	3	5	4	5	4	4.27
CO-4	4	5	5	4	5	3	5	4	4	5	4	4.36
CO-5	4	3	4	5	4	5	4	4	5	4	5	4.27
<b>Overall Mean Score</b>												<b>4.28</b>

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

International Business: Introduction - Evolution - Stages of internationalization - Domestic Company, International Company, Multinational Company, global Company, Transnational Company - Historic view point of international business.

**(12 Hours)**

## **UNIT II**

International Business Approaches - Ethnocentric Approach, Polycentric Approach, Regiocentric Approach, Geocentric Approach - goals of international business.

**(12 Hours)**

## **UNIT III**

Multinational corporations Definitions - Factors contributed for the growth of MNCs - Advantages and disadvantages of MNCs - Relationship between head quarters and subsidiaries - MNCs in India - concepts of BPO, FDI etc and their effects on the future of international business.

**(12 Hours)**

## **UNIT IV**

Globalization: Meaning definition- features - stages of globalization - Globalization of market, globalization of production, globalization of investment and technology- advantages of globalization, disadvantages of globalization.

**(12 Hours)**

## **UNIT V**

World Trade Organization: Introduction - General Agreement on Tariffs and Trade (GATT)- Establishment of WTO - Difference between GATT and WTO - Functions of WTO - Organization structure of the WTO.

**(12 Hours)**

## **COURSE BOOK:**

- P. Subba Rao, International Business, Himalaya Publishing House, 2011.

## **BOOKS FOR REFERENCE:**

1. Devendra Thakur, Globalization and International Business, Pass publication, 2012.
2. Thakur D, International Business for third world countries, Kalyani publication, 2014.
3. Alkhafaji A.F, Competitive global management principle, Sultan Chand & sons, 2013.

## QUANTITATIVE TECHNIQUES - II

**Semester: IV**

**Hours: 5**

**Code : 20BB4AC04**

**Credits: 4**

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Apply the basic knowledge of mathematical skills, set theory in business operations	PSO-1	Ap K
CO-2	Identify an unknown variable through various binomial distribution	PSO-2	An
CO-3	Solve an equation through various techniques and tools.	PSO-5	S
CO-4	Apply the concept of probability for various business decision making.	PSO-3	C
CO-5	Analyse the data and apply various tools to ascertain the probability of distribution.	PSO-2	An

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

Semester: IV		QUANTITATIVE TECHNIQUES - II										Hours: 5
Code : 20BB4AC04												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	5	4	3	5	4	5	3	4	5	4.09
CO-2	5	4	5	5	4	3	5	4	5	4	3	4.27
CO-3	4	3	5	3	5	3	5	4	5	3	4	4.00
CO-4	5	3	5	3	4	5	3	4	3	5	4	4.00
CO-5	4	5	3	5	4	3	5	4	5	3	5	4.18
Overall Mean Score												4.10

**Result:** The score for this course is **4.10** (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

**Theory of Sets :** Representation of Sets - Types of Sets - Venn Diagrams - Sets Operations - Union - Intersection of sets - complement of a set - Difference of two sets - Symmetric difference - Theorems - De-morgan's Law. **(15 Hours)**

## UNIT II

**Binomial Theorem and Applications:** Binomial Expansion - Binomial theorem for positive integral index. **(15 Hours)**

## UNIT III

**Quadratic Equation:** Quadratic equation - Pure quadratic - Affected quadratic equations-Relationship between the roots and the co-efficient of the equation - Formation of Quadratic Equation. **(15 Hours)**

## UNIT IV

**Probability:** Permutation and Combination - Terminology - Probability measure classical or priori probability - Empirical approach - Addition theorem - Multiplication theorem - Conditional probability - Baye's Theorem - Mathematic Expectation. **(15 Hours)**

## UNIT V

**Theoretical Distributor:** Random variables - Discrete and continuous distributions - Binomial distribution - Poisson distribution - Fitting a Poisson Distribution - Fitting a Binomial Distribution - Normal Curve - Fitting a Normal Curve. **(15 Hours)**

## COURSE BOOK:

- DR. M. Manoharan, Business Mathematics, Palani Paramount Publication, 2014.

## BOOKS FOR REFERENCE:

1. P. Prince Dhanaraj, R. Bagavathi Muthu, Mathematical Methods - I, D.D. Publications, Madurai, 2011.
2. V. Sundaresan, S.D. Jeyaseelan, An Introduction to Business Mathematics, S. Chand & Company Ltd., 2012.
3. Dr. N. Agarwal, Dr. Sonia Agarwal , Quantitative Techniques, RBD Professional publications, 2013.
4. D.C. Sancheti, V.K. Kapoor, Business Mathematics, Sultan Chand publication, 2014.

## SUPPLY CHAIN MANAGEMENT

**Semester: IV**

**Hours: 4**

**Code : 20BB4DE2A**

**Credits: 3**

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Understand fundamentals of Supply Chain Management.	PSO-1	Ap K
CO-2	Understand the foundational role of logistics as it relates to transportation and warehousing.	PSO-2	An
CO-3	Apply knowledge to evaluate purchasing and vendor Management.	PSO-5	S
CO-4	Align the Management of Supply chain with customer value.	PSO-3	C
CO-5	Analyse and improve E-Business and Green Supply chain Management.	PSO-2	An

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

Semester: IV		SUPPLY CHAIN MANAGEMENT										Hours: 4
Code : 20BB4DE2A												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	5	4	3	5	4	5	3	4	5	4.09
CO-2	5	4	5	5	4	3	5	4	5	4	3	4.27
CO-3	4	3	5	3	5	3	5	4	5	3	4	4.00
CO-4	5	3	5	3	4	5	3	4	3	5	4	4.00
CO-5	4	5	3	5	4	3	5	4	5	3	5	4.18
Overall Mean Score												4.10

**Result:** The score for this course is **4.10** (Very High Relationship)

#### Note:

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

#### Values Scaling:

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

**Introduction:** Concept of Supply Chain Management - Evolution - Definition - Elements - Types of Supply Chain Management - Importance - Activities - Functions and Contributions - Components of Supply Chain Management - Features and Process Integration of Supply Chain Management. **(12 Hours)**

## **UNIT II**

**Logistics Management:** Logistics Industry snap shot - Logistics as part of SCM - Logistics Sub-system - Warehouse Management Systems - Warehouse Control System - Inbound and Outbound Logistics - Logistics Outsourcing - Business Logistics - Production Logistics. **(12 Hours)**

## **UNIT III**

**Purchasing and Vendor Management:** Purchasing - Function of Purchasing Department - Vendor Management - Vendor Evaluation - Vendor Rating - Vendor Managed Inventory - Benefits of Holding Inventories - Single Vendor concept. **(12 Hours)**

## **UNIT IV**

**Customer Value and Supply Chain Management:** The concept of value - Customer value Dimensions - Customer value Measures - Customer Based Measures - Brand Equity and Brand value - Value added Services (VAS) - Value Based pricing - Revenue Management - Supply chain Performance Measures - Information Technology and Customer Value - Decision Support Systems. **(12 Hours)**

## **UNIT V**

**E-Business and Supply Chain Management:** E-Business - Impact of E-Commerce on Supply chain Management - Facilitating Supply Chain Management with E-Business - Managerial Challenges of Implementing E-Business - Advantages and Disadvantages of E-Business - Green Supply Chain Management - Benefits - Practices - Applications of Green Supply Chain Management. **(12 Hours)**

## **COURSE BOOK:**

- Dr. Pankaj Madan & Dr. Neeraj Anand, Supply Chain Management, Global Academic Publishers and Distributors, New Delhi, 2012.



**BOOKS FOR REFERENCE:**

1. Dr.Paul A. Myerson, Supply Chain and Logistics Management, Mumbai Allied Publishers, 2011.
2. Prof.Martin Christopher, Logistics and Supply Chain Management, MaCmillian India Ltd., New Delhi, 2011.
3. Dr.Raghuram G and Taylor, Logistics and Supply Chain Management, MaCmillian India Ltd., New Delhi, 2014.

## EVENT MANAGEMENT

**Semester: IV**

**Hours: 4**

**Code : 20BB4DE2B**

**Credits: 3**

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Inculcate the awareness about Event Management.	PSO-1	Ap
CO-2	Gain the knowledge about Planning.	PSO-2	An
CO-3	Get familiarity about Promotional and Public relation.	PSO-5	S
CO-4	Be acquainted with budgeting and Logistics.	PSO-3	C
CO-5	Acquire knowledge about Legal Issues and Risk Management.	PSO-2	An

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

Semester: IV		EVENT MANAGEMENT										Hours: 4
Code : 20BB4DE2B												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	5	4	3	5	4	5	3	4	5	4.09
CO-2	5	4	5	5	4	3	5	4	5	4	3	4.27
CO-3	4	3	5	3	5	3	5	4	5	3	4	4.00
CO-4	5	3	5	3	4	5	3	4	3	5	4	4.00
CO-5	4	5	3	5	4	3	5	4	5	3	5	4.18
Overall Mean Score												4.10

**Result:** The score for this course is **4.10** (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**

Event Management: Meaning - nature of work -role of the Event Management Company- Events- Event Characteristics - list of the varied events -Services of Event Management Company-Event Manager-Event Management as an Industry-Career in Event Management. **(12 Hours)**

## **UNIT II**

Planning - Introduction - Strategic Planning, application - Purpose of planning - Importance of the planning - two Paths to Productivity Measuring - Basic Approach to strategic Planning. **(12 Hours)**

## **UNIT III**

Strategic Marketing for Events - Types of Strategies - Strategic Model - Marketing in Practice - Marketing Communication - Customer Focus. **(12 Hours)**

## **UNIT IV**

Budgeting - Plant Fund Budgets - Guideline and Position controls - Legislative controls - Budget controls - An ideal break-up would be something like - Stand options - Other - Venues - Stand Design - Logistics. **(12 Hours)**

## **UNIT V**

Legal Issues and Risk Management - strategies - Risk management Process - Potential Risk treatments - Risk management Plan- Risk Management & Business Continuity - Legal Issues - Production Contracts. **(12 Hours)**

## **COURSE BOOK:**

- Wagen, *Event Management*, Pearson Education India, 2015.

## **BOOKS FOR REFERENCE**

1. Judy, A., *The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events*, John Wiley & Sons, 2017.
2. Lena, M., *Events Exposed: Managing and Designing Special Events*, John Wiley & Sons, 2012.
3. Robertson, M., Drummond, S., *Festival and Events Management*, Routledge, 2012.

### BODY LANGUAGE AND INTERVIEW SKILL

**Semester: IV**

**Hours: 4**

**Code : 20BB4DE2C**

**Credits: 3**

**COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Assist Students in developing employability skills.	PSO-5	K
CO - 2	Insist the importance of Territorial Gestures.	PSO-2	C
CO - 3	Acquire knowledge Personal Qualities related to training.	PSO-3	Ap
CO - 4	Identify the Interview Skills.	PSO-4	S
CO - 5	Sustaining Employment Opportunities.	PSO-1	An

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

Semester: IV			BODY LANGUAGE AND INTERVIEW SKILL									Hours: 4
Code : 20BB4DE2C												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	4	5	4	4	3	4	3	4	5	4	3.90
CO - 2	4	5	3	4	4	5	4	5	4	3	4	4.09
CO - 3	5	3	4	4	5	3	3	4	4	4	4	3.90
CO - 4	4	4	5	4	4	5	3	4	4	5	4	4.18
CO - 5	5	3	4	5	4	3	3	4	5	4	4	4
Overall Mean Score												4.01

**Result:** The score for this course is **4.01** (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**

**Gestures:** Palm Gestures and Smiling Gestures - Hand and Arm Gestures - Leg Gestures - Pointers - Courtship Gestures. **(12 Hours)**

## **UNIT II**

**Territories and Zones:** Territorial Gestures - Expectancy -Understanding Attitudes by Body Gestures. **(12 Hours)**

## **UNIT III**

**Elements of Interview:** Oral - Observational - Face to Face - Conversational Personal Evaluation - Pre Interview Stage - Self Assessment - Factors Considered in Selecting a Company Factors in Choosing a Job for Applying Certificate Arrangements. **(12 Hours)**

## **UNIT IV**

**Preparing for Interview:** Dress Code - Need for Punctuality - Avoiding Tensions and Nervousness - Qualities Observed During the Interview. **(12 Hours)**

## **UNIT V**

Attitude Formation - Reasons for Negative Attitude - Components - Functions and Developing Positive Mental Attitude. **(12 Hours)**

## **COURSE BOOK:**

- Dr.S.Vinay Mohan, Understanding Body Language, PustakMahal publications, 2012.
- Prof.Diane Berk, Preparing for Interview - Viva Books Pvt. Ltd., Publications, 2014.

## **BOOKS FOR REFERENCE:**

1. M.ShalibniVarma, Art of Reading Gestures and Posture, Sultan Chand & Co., Publications, 2011.
2. Prof.Allasn Pease, How to Read Others Thoughts, Sudha Publications, New Delhi, 2013.
3. Dr.M.Farhatullah, Planning Career in 21<sup>st</sup> Century Job Market, Boston Publishers, 2015.
4. S.Sudhir Andrews, How to Succeed Interviews, Tata Mc Graw Hill Company Publications, 2014.

## HUMAN RESOURCE MANAGEMENT

**Semester: V**

**Hours: 6**

**Code : 20BB5MC09**

**Credits: 5**

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Provide detailed idea about how HRM ensures the availability of a competent and willing workforce to the organization.	PSO-3	K
CO-2	Impart the knowledge of HR planning and how to achieve the objectives of estimating potential human requirements in the organization.	PSO-1	Ap
CO-3	Ensure the importance of recruitment of Human Resource.	PSO-3	S
CO-4	Insist on providing training and analyse individual performance with various techniques in the organization.	PSO-4	Ap
CO-5	Utilize the knowledge about the job evaluation.	PSO-5	C

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

Semester: V		HUMAN RESOURCE MANAGEMENT										Hours: 6
Code : 20BB5MC09												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	4	5	3	5	3	5	4	5	3	4.18
CO-2	5	4	5	4	5	4	5	4	5	4	5	4.54
CO-3	4	4	3	5	4	5	3	5	4	5	4	4.18
CO-4	5	4	5	4	5	4	5	4	5	3	5	4.45
CO-5	4	5	3	5	4	5	3	5	4	5	4	4.27
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:**

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 - Meaning - Definition - Human Resource Management - Meaning - Definition - Concept, Objectives, Scope and Importance - Personnel Departments and its Functions. **(18 Hours)**

## **UNIT II**

Human Resource Planning - Objectives and its Importance - Problems in Human Resource Planning - Forecasting Demand for Employees. **(18 Hours)**

## **UNIT III**

Recruitment - Meaning - Definition - Internal and External Recruiting - Methods of Interview - Evaluation of Recruitment - Selection Tools and Procedures. **(18 Hours)**

## **UNIT IV**

Training - Meaning - Definition - Scope - Types of Training - Benefits of Training - Training Methods - Performance Appraisal - Meaning and Purpose - Performance Appraisal - Methods and Techniques of Performance Appraisal with its limitations. **(18 Hours)**

## **UNIT V**

Job Evaluation - Meaning - Definition - Objectives - Merits and Demerits of Job Evaluation - Methods of Job Evaluation - Wage and Salary Administration - Meaning - Concept - Objectives - Essentials of Sound and Salary Structure - Compensation Structure in India. **(18 Hours)**

## **COURSE BOOK:**

- C.B. Gupta, Human Resource Management, Sultan Chand & Sons, 2014.

## **BOOKS FOR REFERENCE:**

1. L.M. Prasad, Human Resource Management, Sultan Chand & Sons, 2014.
2. K. Aswathappa, Human Resource Management, McGraw Hill Publication, 2017.
3. S.S. Khanka, Human Resource Management, S. Chand Publication, 2015.

## ACCOUNTING PACKAGE - LAB

**Semester: V**

**Hours: 6**

**Code : 20BB5MC10**

**Credits: 5**

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Know the basic knowledge of computerized accounting and group creation.	PSO-5	Ap
CO-2	Get ideas about voucher preparation and bank reconciliation statement.	PSO-2	C
CO-3	Gain Knowledge on maintaining inventories.	PSO-3	K
CO-4	Get knowledge about purchase order and sales order.	PSO-4	Ap
CO-5	Acquire the current knowledge about pay roles and taxes.	PSO-2	U

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

Semester: V				ACCOUNTING PACKAGE - LAB								Hours: 6	
Code : 20BB5MC10												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	4	5	4	5	3	4	5	3	5	4.27	
CO-2	5	3	5	3	5	3	5	4	3	5	4	4.09	
CO-3	3	5	4	5	4	5	3	5	5	4	5	4.36	
CO-4	5	4	5	4	5	3	5	3	4	5	4	4.27	
CO-5	4	5	3	5	4	5	3	5	5	4	5	4.36	
Overall Mean Score												4.27	

**Result:** The score for this course is **4.27** (Very High Relationship)

#### Note:

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

#### Values Scaling:

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

Introduction to Tally - Selecting a Company - Shutting a Company - Altering a company - Accounting Information - Groups - Managing Groups - Single Group - Multiple groups - Ledgers - Multiple Ledgers - Cost Categories - Cost Centers - Interest Calculation. **(18 Hours)**

## **UNIT II**

Vouchers - Creating Vouchers - Displaying and Altering Vouchers - Control Vouchers - Purchase Vouchers - Sales Vouchers - Payment - Receipt and Journal Vouchers - Bank Reconciliation Statement. **(18 Hours)**

## **UNIT III**

Inventory Management - Stock Groups - Stock Categories - Stock Items - Types of Inventory Vouchers - Receipt Note Vouchers - Delivery Note Voucher - Rejection out Voucher - Stock Journal Voucher - Price List. **(18 Hours)**

## **UNIT IV**

Purchase Orders - Creates a Purchase Order - Altering a Purchase Order - Deleting a Purchase Order - Sales Orders - Deleting a Sales Order - Invoices Reports - Trial Balance - Profit and Loss A/C - Balance Sheet. **(18 Hours)**

## **UNIT V**

Pay Roll in Tally - Collected at Source - Tax Deducted at Sources - Budget - GST. **(18 Hours)**

## **PRACTICAL LIST**

1. Creation of Groups, Ledger, Single and Multiple.
2. Vouchers creation.
3. Creation of Ledger Accounts and Preparation of Trial Balance, Trading and Profit and Loss Account and Balance sheet.
4. Preparation of final accounts with adjustments.
5. Bank reconciliation statement.
6. Creation of Cost Category and Cost Centers.
7. Creation of stock groups, stock category and stock items.
8. Purchase order and sales order.
9. Price List.
10. Interest calculation.
11. Pay roll.
12. Tax deducted at source, Tax collected at source.
13. Budgeting

**COURSE BOOK:**

- Dr. Namrata Agrawal, Tally 9, Dreamtech Press, 2013.

**BOOKS FOR REFERENCE:**

1. Vikas Gupta, Tally 9, Dreamtech Press, 2014.
2. K.K. Nandhini, “Implementary Tally 6.4”, BPB Publications, New Delhi, 2016.
3. K.K.Nandhani and A.K. Nandhani, Real Accounting Software, BPB Publications, New Delhi, 2015.

## LEGAL SYSTEMS IN BUSINESS

**Semester: V**

**Hours: 5**

**Code : 20BB5MC11**

**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 essential elements of Indian contract act 1872.	PSO-2	Ap
CO-2	Know about privity of contract and law relating to agreement.	PSO-3	C
CO-3	Acquire the knowledge about free consent and coercion.	PSO-4	K
CO-4	Impart the knowledge of sale of goods act 1930.	PSO-2	An
CO-5	Learn the basic concepts in carriage of goods act and apply in the practice.	PSO-5	Ap

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

Semester : V				LEGAL SYSTEMS IN BUSINESS								Hours: 5	
Code : 20BB5MC11												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	3	5	4	5	4	5	4	5	4	4.36	
CO-2	3	5	5	4	5	3	5	4	5	4	5	4.36	
CO-3	5	3	4	5	4	5	3	5	4	5	3	4.18	
CO-4	3	5	5	4	5	3	5	4	5	4	5	4.36	
CO-5	5	3	4	5	4	5	3	5	4	5	4	4.27	
Overall Mean Score												4.30	

**Result:** The score for this course is **4.30** (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**

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. **(15 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. **(15 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. **(15 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. **(15 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. **(15 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, 2013.
3. P.C. Tulsian, Business Law, Tata McGraw Hill Publishing, 2014.
4. S. Kathiresan Dr.V. Radha, Business Law, Prasanna Publishers, 2013.

## MARKETING MANAGEMENT

**Semester: V**

**Hours: 5**

**Code : 20BB5MC12**

**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 concept of modern marketing.	PSO-4	K
CO-2	Identify the customer and segment their product market.	PSO-5	Ap
CO-3	Analyse the demand of their product in market and plan their product accordingly.	PSO-4	An
CO-4	Conduct market research and prepare the cost budget to fix the price for the product.	PSO-3	U
CO-5	Identify various medias of advertisement and prepare advertisement copy.	PSO-2	C

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

Semester: V		MARKETING MANAGEMENT										Hours:5
Code : 20BB5MC12												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	3	5	4	5	3	5	4.18
CO-2	5	4	5	4	5	5	3	5	4	4	5	4.45
CO-3	4	5	4	5	4	4	5	3	5	5	4	4.36
CO-4	5	3	5	4	5	5	4	5	4	4	5	4.45
CO-5	3	5	4	5	4	5	3	4	5	5	4	4.27
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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## **UNIT I**

Meaning and Definition of Marketing - Objectives of Marketing - Importance of Marketing - Meaning Definition and Essentials of Modern Marketing Concept.

**(15 Hours)**

## **UNIT II**

Meaning and Definition of Marketing Management - Nature - Scope and Importance of Marketing Management - Market Segmentation - Importance or Benefits of Market Segmentation - Elements of Market Segmentation.

**(15 Hours)**

## **UNIT III**

Product Characteristics and Classification of Product - Product Mix - Factors Determining the Product Mix - Product Life Cycle- Product Planning - New Product.

**(15 Hours)**

## **UNIT IV**

Branding - Reason for Branding the Product - Characteristics and Kinds of Brand - Packing and Labeling, Pricing - Meaning - Factors Influencing Pricing - Kinds of Pricing - Basic Pricing Policy - Channels of Distributions - Basic Channels of Distributions.

**(15 Hours)**

## **UNIT V**

Advertising - Meaning and Definition of Advertising - Benefits - Kinds of Advertising - Advertising Copy - Advertising Media - Classification - Press Advertising - Radio Advertising - Film and T.V Advertising.

**(15 Hours)**

## **COURSE BOOK:**

- Kathiresan, Dr. Radha, Marketing Management, 2013, Prasanna Publishers.

## **BOOKS FOR REFERENCE:**

1. Philip Kotler and Gary Armstrong, Principles of Marketing, 2017, Prentice Hall of India Pvt. Ltd.
2. M. Ramasamy & Namakumari, Marketing Management, 2017, McGraw Hill Education.
3. Dr. C. B. Gupta, Dr. N. Rajan Nair, Marketing Management, 2016, Sulthan Chand Publications.

## RESEARCH METHODOLOGY

**Semester: V**

**Hours: 4**

**Code : 20BB5DE3A**

**Credits: 3**

### 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 concept of research methodology.	PSO-4	K
CO-2	Elaborate various techniques used in research.	PSO-5	An
CO-3	Acquire knowledge about the different methods of data collection in research.	PSO-4	C
CO-4	Impart the knowledge of how the data is collected for research and processed.	PSO-5	Ap
CO-5	Acquire facts and information about data analysis and report writing.	PSO-3	Ap

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

Semester: V		RESEARCH METHODOLOGY										Hours: 4
Code : 20BB5DE3A												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	3	5	4	5	3	5	4	5	4	5	4.36
CO-2	4	5	3	5	4	5	3	5	4	5	4	4.27
CO-3	5	4	5	3	5	3	5	4	5	3	5	4.27
CO-4	4	5	4	5	4	5	3	5	4	5	4	4.36
CO-5	5	4	5	4	5	3	5	4	5	3	5	4.36
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:

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**

Research methodology - Meaning - Need and Scope - Types - Research design - Different Research designs. **(12 Hours)**

## **UNIT II**

Sample Designing - Steps in sampling design - Different Types of sample designs - Characteristics of Good Design. **(12 Hours)**

## **UNIT III**

Data Collection - Sources and Uses of Data Collection - Methods of data collection - Survey, Personal interview, telephone survey, mailed questionnaire, observation and experimentation, difference between questionnaire and interview. **(12 Hours)**

## **UNIT IV**

Data Processing - Editing - Tabulation - Major parts of table - Graphical representation of data - General rules and types - Line Graphs, Bar charts and Pie Diagram. **(12 Hours)**

## **UNIT V**

Data Analysis - Data Analysis- important types and its interpretation - Report writing - Report format - Evaluation of the Research report. **(12 Hours)**

## **COURSE BOOK:**

- Peer Mohamed, Research Methodology, 2011, Pass Publications.

## **BOOKS FOR REFERENCE:**

1. C.R. Kothari, Research Methodology, 2014, New Age International Publishers.
2. R. Cauvery & Co., Research Methodology, 2013, S. Chand Co. Ltd.
3. Dr. P.C. Tripathi, Research Methodology in Social Sciences, 2012, Sultan Chand & Sons.

## CUSTOMER RELATIONSHIP MANAGEMENT

**Semester: V**

**Hours: 4**

**Code : 20BB5DE3B**

**Credits: 3**

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Familiarize students about the concept of customer relationships.	PSO-4	K
CO-2	Understand the importance of customer relationship management in business.	PSO-5	An
CO-3	Know the effectiveness of CRM in various sectors.	PSO-4	C
CO-4	Gain exposure on E-CRM.	PSO-5	Ap
CO-5	Learn about E.CRM and ERP in customer relationship management.	PSO-3	Ap

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

Semester: V			CUSTOMER RELATIONSHIP MANAGEMENT									Hours: 4
Code : 20BB5DE3B												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	3	5	4	5	3	5	4	5	4	5	4.36
CO-2	4	5	3	5	4	5	3	5	4	5	4	4.27
CO-3	5	4	5	3	5	3	5	4	5	3	5	4.27
CO-4	4	5	4	5	4	5	3	5	4	5	4	4.36
CO-5	5	4	5	4	5	3	5	4	5	3	5	4.36
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:

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

Introduction to CRM Relationship marketing and customer relationship management - Need - Objectives - Features - Importance of CRM - Components - Essentials for a good CRM Programme - CRM process - CRM strategies for building relationship - strategies for competitors - supply chain employees - Customer analysis - partnership with customers - organizing customer Clubs - complaint monitoring cell. **(12 Hours)**

## **UNIT II**

Implementation of customer relationship management: Implementing CRM - customers acquisition - important requirements effective acquisition - acquisition process - Customer Interaction Management (CIM) - Factors influencing CIM - Electronic Data Interchange (EDI) - Customer Retention - Stages of Retention in the customer life cycle. Defection - Reasons for loss of customer - Strategies to prevent defection and cover lapsed customers. **(12 Hours)**

## **UNIT III**

Customer relationship management in various sectors: Types of customers - customer satisfaction - Role of satisfaction in retention process - retention centered organization - CRM and Marketing organization - CRM in Banking and other financial sectors. **(12 Hours)**

## **UNIT IV**

Electronic Customer Relationship Management -- Evolving E-CRM - CRM vs E-CRM - Need to move online CRM - Basic requirements of e-CRM - Key e-CRM features - Problems with e-CRM solutions - Futures of e-CRM. **(12 Hours)**

## **UNIT V**

ERP - Meaning - Characteristic features - benefits - disadvantages - ERP and modern enterprises - CRM-ERP Integration - Impact of ERP on vendor companies and customers. **(12 Hours)**

## **COURSE BOOK:**

- Peer Mohamad.H & Sagadevan.A, CRM, Vikhas Publishing House Pvt. Ltd., Chennai. 2002

**BOOKS FOR REFERENCE:**

1. Alexis Leon, Enterprise Resource Planning. Tata Mc. Graw Hill Publications company Ltd., New Delhi, 2005.
2. Anderson, Kristin, Kenr. Carol, Customer Relationship Management, Tata Mc. Grow Hill Publications Pvt. Ltd., New Delhi, 2003.
3. Gosney Roberts, Philips, Customer Relationship Management Prentice Hall of India, 2003.
4. Graham Roberts, Philips , Customer Relationship Management Viva Books Pvt. Ltd., Chennai. , 2003,
5. Marlin Stone Neil Woodcoch & Liz Madhtyngar, Customer Relationship Management, Guest Publishing House, New Delhi. 2004,
6. Sheth. Jagdish.N. Parvatiyar, Atul. Shanesh.G, Customer Relationship Management Emerging Concepts, Tata McGraw Hill Publications Pvt. Ltd., New Delhi, 2003.
7. Pankaj Sharma, Enterprise Resource Planning, APH Publication Corporation, New Delhi 2004,

## RURAL MARKETING

**Semester: V**

**Hours: 4**

**Code : 20BB5DE3C**

**Credits: 3**

### **COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand about Rural Marketing and Rural Environment.	PSO-1	K
CO - 2	Describe the importance Consumer buying Benaviour.	PSO-5	An
CO - 3	Know about the Challenges and Distribution Channels.	PSO-3	Ap
CO - 4	Gain Knowledge about Communication Strategies and Rural Marketing Communication.	PSO-4	S
CO - 5	Identify Financial Services and Rural Health Care Services.	PSO-2	C

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

Semester: V		RURAL MARKETING										Hours: 4
Code : 20BB5DE3C												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	4	4	4	4	5	4	4	5	4	4	4.18
CO - 2	4	4	5	4	4	4	4	4	4	4	4	4.09
CO - 3	4	3	4	4	4	3	4	4	4	4	4	3.81
CO - 4	5	4	4	4	4	3	4	4	5	4	3	4
CO - 5	4	4	5	4	4	4	3	4	4	4	4	4
<b>Overall Mean Score</b>												<b>4.01</b>

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

Definition - Rural Marketing Mix - Challenges - Evolution of Rural Marketing - Rural Environment - Demographic Environment - Physical Environment - Social and Cultural Environment - Political Environment - Technological Environment.

**(6 Hours)**

## **UNIT II**

The Consumer Buying Behaviour - What Influences Consumer Behaviour - Cultural Factors - Social Factors - Personal Factors - Psychological Factors.

**(6 Hours)**

## **UNIT III**

Distribution in Rural Markets - The Challenges and Dilemma - Distribution Channels - Rural Retail Environment - Rural Distribution Models - Modern Distribution Models - Public Distribution System.

**(6 Hours)**

## **UNIT IV**

Communication Strategies for Rural Markets - Challenges in Rural Communication - Developing Effective Rural Communication - Creating Advertisements for Rural Audiences - Rural Media - Mass Media - Out Door Media - Personalized Media - Folk Media.

**(6 Hours)**

## **UNIT V**

Rural Services Marketing - Telecommunication in Rural India - Financial Services in Rural India - Rural Health care Services.

**(6 Hours)**

## **COURSE BOOK:**

- F. Pradeep Kashyap, Rural Marketing, Second Edition, Dorling Kindersley Pvt., Ltd., Pearson Publication, 2012.

## **BOOKS FOR REFERENCE:**

1. Chetan Bajaj, Introduction to Rural Marketing, I Edition, New Age International Publisher, 2017.
2. Dr. Awadhesh Singh, Rural Marketing, New Age International Publisher, 2016.
3. Dr. Dinesh Kumar & Purnam Gupta, Rural Marketing Challenges and Opportunities, Oxford University. 2017.

## SERVICES MARKETING

**Semester: V**

**Hours: 2**

**Code : 20BB5GE01**

**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 evolution of service marketing.	PSO-4	K
CO-2	Gain knowledge about the concept of services.	PSO-5	Ap
CO-3	Acquire the facts about the 7P's of service marketing mix.	PSO-1	U
CO-4	Carry out market research to fix the price for the product.	PSO-3	An
CO-5	Identify various channels and methods of distribution services	PSO-2	C

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

Semester: V		SERVICES MARKETING										Hours: 2
Code : 20BB5GE01												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	4	4	4	3	3	4	4	4	3	3.55
CO-2	4	3	4	3	4	3	4	4	4	4	4	3.73
CO-3	4	3	4	4	4	3	4	4	4	4	4	3.82
CO-4	4	4	4	4	4	3	4	4	4	3	4	3.82
CO-5	4	4	3	4	4	3	4	4	3	3	4	3.64
<b>Overall Mean Score</b>												<b>3.71</b>

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

#### Note:

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

#### Values Scaling:

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 Service Marketing:** Stages - Reasons - impact of social environment on the growth of services marketing. **(6 Hours)**

## **UNIT II**

**Concept of services:** meaning - components of service - characteristics of services - difference between goods and services. **(6 Hours)**

## **UNIT III**

**Service marketing mix:** meaning - definition - characteristics of service marketing mix - 7p's of service marketing mix. **(6 Hours)**

## **UNIT IV**

**Pricing in services:** meaning - objectives - characteristics - factors affecting pricing decisions. **(6 Hours)**

## **UNIT V**

**Location of services and channels of distribution:** factors in choosing a service location - classification of service by location - channels: meaning - methods of distribution services. **(6 Hours)**

## **COURSE BOOK:**

- Dr. L. Natarajan, Services Marketing, Margham Publications, 2016.

## **BOOKS FOR REFERENCE:**

1. K. Rama Mohana Rao, Services Marketing, Pearson Publications, 2011.
2. Adrian Payne, Malcolm McDonald, Marketing Planning for Service, Routledge Publication, 2012.
3. K. Rama Mohana Rao, Services Marketing, Sultan Chand & Sons, 2014.
4. Adrian Payne, Services Marketing, Tata McGraw Hill Publication, 2013.



**GENERIC ELECTIVE (NME)**  
**NATIONAL CADET CORPS**  
**PROGRAMME OUTCOMES (PO)**

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

**PROGRAMME SPECIFIC OUTCOMES (PSO)**

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

### 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
<b>Total</b>	<b>:</b>	<b>100 marks</b>

## NATIONAL INTEGRATION AND PERSONALITY DEVELOPMENT

Semester: V

Hours: 2

Code : 20GE5NC01

Credits: 2

### COURSE OUTCOMES:

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

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

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

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

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

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

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

### **BOOK FOR REFERENCE:**

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

## **INTERNAL QUESTION PATTERN**

**Time: 2 hours**

**Marks: 30**

### **PART - A**

Answer Any 4 out of five

$4 \times 2 = 8$

### **PART- B**

Two either or questions (one from each)

$2 \times 4 = 8$

### **PART - C**

Two either or questions (one from each)

$2 \times 7 = 14$

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

**Semester: V**

**Hours: 2**

**Code : 20SE5AB03**

**Credits: 2**

**COURSE OUTCOMES:**

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

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

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

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

**Note:**

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

**Values Scaling:**

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

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

## **UNIT II**

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

## **UNIT III**

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

## **UNIT IV**

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

## **UNIT V**

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

## **COURSE BOOK:**

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

**SKILL ENHANCEMENT COMPULSORY COURSE - APTITUDE BUILDING - I****COMPONENTS OF CIA****Continuous Internal Assessment Component (CIA)****Theory:**

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

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

**APTITUDE BUILDING I - 20SE5AB03****QUESTION PATTERN****[Internal Examination Only]****MAXIMUM: 80 MARKS****TIME: 1 ½ HOURS**

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

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



## MANAGEMENT ACCOUNTING

Semester: VI

Hours: 6

Code : 20BB6MC13

Credits: 5

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Acquire basic knowledge about the functions and scope of management accounting.	PSO-2	K
CO-2	Know the ways that helps to compare the profit and loss account and balance sheet.	PSO-3	An
CO-3	Get awareness about ratios.	PSO-5	S
CO-4	Know the funds position and cash positions of the concern.	PSO-3	Ap
CO-5	Acquire professional knowledge about budget.	PSO-4	C

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

Semester: VI		MANAGEMENT ACCOUNTING										Hours: 6
Code : 20BB6MC13												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	4	4	4	4	4	3	5	4	4	4.09
CO-2	5	4	4	4	3	3	4	5	5	4	4	4.09
CO-3	5	4	4	3	4	4	4	4	4	3	4	3.90
CO-4	5	3	4	3	5	4	3	4	5	4	4	4.00
CO-5	5	4	4	4	3	4	4	4	4	4	4	4.00
Overall Mean Score												4.01

**Result:** The score for this course is **4.01** (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**

Meaning of Management Accounting - Definition - Functions of Management Accounting - Scope of Management Accounting - Distinction between Management Accounting - Financial Accounting and Cost Accounting. **(18 Hours)**

## **UNIT II**

Meaning and Types of Financial Statements - Techniques of Financial Analysis - Methods or Devices of Financial Analysis - Comparative Statement and Common Size Financial Statements. **(18 Hours)**

## **UNIT III**

Ratio Analysis - Meaning - Definition - Classification of Ratios - Traditional Classification - Liquidit or Short Term Solvency Ratio - Long Term Solvency or Leverage Ratios - Turn Over Ratios - Profitability Ratios - Problems in Ratios and their purpose. **(18 Hours)**

## **UNIT IV**

Fund Flow Statement - Meaning - Fund Flow Statement and Income Statement - Preparation of Fund Flow Statement with Simple Adjustments - Difference between Cash Flow Statement and Fund Flow Statement. **(18 Hours)**

## **UNIT V**

Budgetary Control - Meaning of Budget - Classification of Budgets - Preparation of Cash Budget - Production Budget - Sales Budget, Flexible and Fixed Budgets. **(18 Hours)**

## **COURSE BOOK:**

- E. Gordon, N. Jeyaram, N. Sundram, R. Jayachandran, Management Accounting, Himalaya Publication, 2013.

## **BOOKS FOR REFERENCE:**

1. Dr. S.N. Maheswari, Management Accounting, Sultan Chand & Sons, 2012.
2. Dr S.N. Maheswari, Principles of Management Accounting, Sultan Chand & Sons, 2014.
3. R.S.N. Pillai & Bagawathi, Management Accounting, Sultan Chand & Sons, 2010

## COPORATE LAW

**Semester: VI**

**Hours: 6**

**Code : 20BB6MC14**

**Credits: 5**

### **COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Get legal 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	Know the legal aspects about Life, Fire and Marine Insurance.	PSO-2 PSO-5	An
CO-5	Gain legal 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 : 20BB6MC14												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
<b>Overall Mean Score</b>												<b>4.28</b>

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

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.

## PROJECT- INPLANT TRAINING

**Semester: VI**

**Hours: 5**

**Code : 20BB6MC15**

**Credits: 6**

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Get basic knowledge about company and its various practices.	PSO-1	K
CO-2	Know about functions and operations of a company.	PSO-5	Ap
CO-3	Prepare the reports.	PSO-3	An
CO-4	Acquire knowledge to run their own business.	PSO-2	S
CO-5	Get ethical values in the society through company's CSR.	PSO-4	C

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

Semester: VI		PROJECT - INPLANT TRAINING										Hours:5
Code : 20BB6MC15												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	4	5	4	4	5	4	5	4	4	5	3	4.27
CO-2	5	4	5	5	4	5	3	5	5	4	5	4.54
CO-3	3	5	4	4	5	4	5	3	4	5	4	4.18
CO-4	5	4	5	5	4	5	4	5	5	4	5	4.63
CO-5	4	5	4	5	5	4	5	4	3	5	4	4.36
<b>Overall Mean Score</b>												<b>4.39</b>

**Result:** The score for this course is **4.39** (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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Two weeks (15 days) practical training is compulsory for all the candidates for the successful Completion of the BBA course.

The Practical training may be arranged during the winter vacation after the V Semester. The training shall be in manufacturing companies which covering all the functional Areas of management such as production, marketing, finance, purchase departments. After the Completion of the training the students have to produce a certificate from the concerned Institution and have to submit the training report in the prescribed format (40 to 50 pages). The Project report has to be submitted at the end of the VI semester.

## FINANCIAL INSTITUTIONS AND SERVICES

**Semester: VI**

**Hours: 5**

**Code : 20BB6MC16**

**Credits: 5**

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Elaborate the role of capital and the money market in the Indian financial system.	PSO-2	K
CO-2	Be aware on Banking sectors in the economy.	PSO-5	An
CO-3	Get an overview about merchant banking and factoring.	PSO-3	C
CO-4	Kindle the investment habit in various portfolios.	PSO-4	Ap
CO-5	Obtain the awareness about various non banking financial institutions.	PSO-2	U

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

Semester: VI		FINANCIAL INSTITUTIONS AND SERVICES										Hours: 5
Code : 20BB6MC16												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	5	3	5	3	5	5	4	5	3	4.18
CO-2	4	5	3	5	4	5	3	3	5	4	5	4.18
CO-3	5	3	5	4	5	3	5	5	4	5	3	4.27
CO-4	4	5	3	5	4	5	3	4	5	3	5	4.18
CO-5	5	3	5	3	5	4	5	5	3	5	4	4.27
Overall Mean Score												4.21

**Result:** The score for this course is **4.21** (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**

Indian Financial System - Money Market - Capital Market and Classification of Money and Capital Markets. **(15 Hours)**

### **UNIT II**

Commercial Banks - Functions of Commercial Banks - Regional Rural Banks - Function of Regional Rural Banks - Cooperative Banks - Meaning and Functions of Cooperative Banks and Services Rendered by Cooperative Banks. **(15 Hours)**

### **UNIT III**

Merchant Banking - Meaning - Services Rendered by Merchant's Bankers - Factoring - Definition - Characteristics of Factoring - Types of Factoring. **(15 Hours)**

### **UNIT IV**

Mutual Funds - Raising Funds Through Mutual Funds - Types of Mutual Funds - Venture Capital - Meaning - Definition - Features and Methods of Evaluations. **(15 Hours)**

### **UNIT V**

Financial Institutions - UTI, LIC, GIC, Non Banking Financial Institutions (NBFI). **(15 Hours)**

### **COURSE BOOK:**

- E. Gorden and K. Natarajan, Financial Markets and Institutions, 2004, Himalaya Publishing House, 2014.

### **BOOKS FOR REFERENCE:**

1. G. Ramesh, Financial Markets and Institutions, Baby Concept Publishing Company, 2011.
2. Dr. S. Gurusamy, Financial Services & System, Vijay Nicole Imprints Private Limited, 2013.
3. E. Gorden and K. Natarajan, Banking & Theory, Himalaya Publishing House, 2016.



## ENTREPRENEURSHIP

**Semester: VI**

**Hours: 4**

**Code : 20BB6DE4A**

**Credits: 3**

### **COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Experience the startup eco system and their growth strategy.	PSO-1	K
CO-2	Critically evaluate the challenge and way forward in women entrepreneurs	PSO-4	An
CO-3	Evolve the supporting mechanism and various types of sickness preventive strategy towards energy of growth (MSME)	PSO-3	Ap
CO-4	Enhance the initiation credit support viability and scalability of SSI.	PSO-5	C
CO-5	Get an idea about project report.	PSO-2	An

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

Semester: VI		ENTREPRENEURSHIP										Hours: 4
Code : 20BB6DE4A												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	5	3	5	4	5	4	5	4	5	4.45
CO-2	3	5	3	5	4	5	3	5	4	5	3	4.09
CO-3	5	4	5	4	5	3	5	3	5	4	5	4.36
CO-4	3	5	4	5	4	5	3	5	4	5	4	4.27
CO-5	5	4	5	4	5	4	5	3	5	4	5	4.45
<b>Overall Mean Score</b>												<b>4.32</b>

**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:**

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**

Entrepreneur - Definitions - Characteristics - Functions of Entrepreneur - Types of Entrepreneur - Coles Classification- Other Classification - Entrepreneur and Economic Development. **(12 Hours)**

## **UNIT II**

Women Entrepreneurs - Concept of Women Entrepreneurs - Factors Influencing the Women Entrepreneur - Types of Women Entrepreneur - Problems of Women Entrepreneur- Remedial Measures. **(12 Hours)**

## **UNIT III**

Incentives for Small Scale Units - Meaning - Objectives - Subsidy - Tax Concession -Marketing and Export Assistance - Technical Assistance - Entrepreneurial Development Program - Objectives. Sickness in Small Scale Industry - Definition - Signal and Symptoms of Industrial Sickness - Magnitude of Sickness - Causes of Industrial Sickness - Measures to Prevent Sickness. **(12 Hours)**

## **UNIT IV**

Starting a Small Scale Industry - Business Idea - Identifying Business Opportunity - Form of Ownership - Location - Land - Registration - Term Loans and Working Capital -Subsidy - Machinery - Power - Insurance - Raw Material - Trial Runs - Commencement of Commercial Production. **(12 Hours)**

## **UNIT V**

Project Report - Meaning - Components of Project Report - Contents - Importance -Reasons for Failure of Project Report - Model Project Report. **(12 Hours)**

**COURSE BOOK:**

- E. Gordon K.Natarajan, Entrepreneur Development, Himalaya Publishing House, 2011.

**BOOKS FOR REFERENCE:**

1. Dr.V. Balu, Entrepreneurship & Management of Small Business Sri Venkateshwara, Publications, 2013.
2. Vasanth Desai, Dynamics of Entrepreneur Development and Management, Himalaya Publishers, 2012.
3. C.B. Gupta & N.P. Srinivasan, Entrepreneurial Development, Sultan Chand & Sons, 2014.
4. S. Anil Kumar, Entrepreneurship Development, New Age International Publishers, 2013.

## MANAGEMENT INFORMATION SYSTEM

**Semester: VI**

**Hours: 4**

**Code : 20BB6DE4B**

**Credits: 3**

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Gain knowledge about MIS.	PSO-1	K
CO-2	Acquire knowledge about information system for decision making.	PSO-2	Ap
CO-3	Obtain facts about various information systems in business.	PSO-3	S
CO-4	Be aware of computers and its effect on MIS.	PSO-5	An
CO-5	Get basic knowledge about ERP.	PSO-3	C

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

Semester: VI		MANAGEMENT INFORMATION SYSTEM										Hours: 4
Code : 20BB6DE4B												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	3	3	4	3	3	3	4	3	3.27
CO-2	3	4	4	4	3	3	4	3	4	4	4	4.00
CO-3	3	3	4	4	3	4	4	3	3	4	4	3.54
CO-4	4	3	4	4	3	4	4	3	3	4	4	4.00
CO-5	3	4	3	4	4	4	3	4	3	4	4	4.00
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**

Management Information System: Definition - Meaning and objectives of MIS - Framework for MIS organization - Management triangle - Limitations. **(12 Hours)**

### **UNIT II**

Information System for decision making - Transaction Processing System in MIS - Intelligent Support System - Office Automation System. **(12 Hours)**

### **UNIT III**

Information System in Business: Functional areas - Manufacturing Information system - Marketing Information system - Quality Information system - Financial and Accounting Information system - Human Resource Information system. **(12 Hours)**

### **UNIT IV**

Computers and its effect on MIS - System Analysis and Design - Components of SAD - System Development Life Cycle (SDLC). **(12 Hours)**

### **UNIT V**

Enterprise Resource Planning (ERP): Meaning - Enterprise modeling - Flow of information - ERP implementation methodology - Guidelines - ERP software package. **(12 Hours)**

### **COURSE BOOK:**

- W.S. Jawadekar, Management Information System, Tata McGraw Hill Publishing Company, 2013.

### **BOOKS FOR REFERENCE:**

1. Kenneth C Laudon, Management Information System, Tata McGraw Hill Publication, 2012.
2. Sadagopan. S , Management Information System, Routledge Publication, 2014

## BUSINESS ORGANISATION

**Semester: VI**

**Hours: 4**

**Code : 20BB6DE4C**

**Credits: 3**

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Inculcate the Awareness about the Nature and Scope of Business.	PSO - 3	K
CO - 2	Gain the knowledge about Ethics and Social Responsibility of Business.	PSO - 1	Ap
CO - 3	Get Familiarity about Forms of Business Organisation.	PSO - 3	S
CO - 4	Acquainted with Public Utilities and Public Enterprise.	PSO - 4	Ap
CO - 5	Acquire knowledge about the Size of the Firm.	PSO - 5	C

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

Semester: VI		BUSINESS ORGANISATION										Hours: 4
Code : 20BB6DE4C												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	5	4	5	3	5	3	5	4	5	3	4.18
CO - 2	5	4	5	4	5	4	5	4	5	4	5	4.54
CO - 3	4	4	3	5	4	5	3	5	4	5	4	4.18
CO - 4	5	4	5	4	5	4	5	4	5	3	5	4.45
CO - 5	4	5	3	5	4	5	3	5	4	5	4	4.27
<b>Overall Mean Score</b>												<b>4.32</b>

**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:

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 Business:** Meaning - Human Activities-Nature of Business- Definition - characteristics of Business- Objectives of Business- criteria for success in modern business- qualities of successful Business- Profession- Employment- difference between Business Profession and Employment- classification of Business Activities. **(12 Hours)**

## **UNIT II**

**Ethics and Social Responsibility of Business:** Ethics-Meaning of Ethics- Characteristics of Ethics-Business Ethics- Factors influencing Business Ethics. Social Responsibility of Business- meaning, Definition- social responsibility of business towards various stake holders. **(12 Hours)**

## **UNIT III**

**Forms of Business Organisation:** Sole Proprietorship: Meaning- Features- Advantages- Limitation. Partnership: Meaning- Features -Advantages- Disadvantages- Ideal Partnership- kinds of Partner. Joint stock Company: Meaning- Definition- Features- Advantages- Disadvantages. Co-operative Enterprise: Features- Advantages- Disadvantages. **(12 Hours)**

## **UNIT IV**

**Public Utilities and Public Enterprise:** Public Utilities: Definition- Characteristics- Rights- Duties-Problems. Public Enterprise: Meaning - objectives- Forms of Public Enterprises. **(12 Hours)**

## **UNIT V**

**Size of Firm and Scale of operation:** Concept of size-Factors determining size of firm-Factors influencing optimum size. **(12 Hours)**

## **COURSE BOOK:**

- C.D. Balaji ,Business Organisation and Management, Margham Publication,2017.

## **BOOKS FOR REFERENCE:**

1. S.M. Sundaram, Business Organisation, Sree Meenakshi Publications, 2013.
2. Dr. K. Anbalagan, Business Organisation, Merit India Publications, 2015.
3. Vijay Kumar Kaul, Business Organisation and Management, Pearson Publication, 2017.

## BUSINESS ENVIRONMENT

**Semester: VI**

**Hours: 2**

**Code : 20BB6GE02**

**Credits: 2**

### **COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Gain conspicuous outline about environment of business.	PSO-3	K
CO-2	Impart the basis knowledge of culture and their impact in the organization.	PSO-1	Ap
CO-3	Discuss the social responsibilities among the students.	PSO-4	An
CO-4	Exhibit the role of government on fundamental development.	PSO-2	U
CO-5	Acquire in-depth knowledge about the position of the industries towards stock exchange.	PSO-5	C

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

Semester : VI		BUSINESS ENVIRONMENT										Hours: 2
Code : 20BB6GE02												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	4	4	3	4	3	4	4	4	3	3.72
CO-2	4	5	4	4	4	3	4	4	4	4	3	3.90
CO-3	4	4	4	4	4	4	4	5	4	4	4	4.09
CO-4	5	3	4	4	4	4	3	4	4	4	4	3.90
CO-5	4	4	4	4	4	4	3	4	4	4	5	4.00
<b>Overall Mean Score</b>												<b>3.92</b>

**Result:** The score for this course is **3.92** (High Relationship)

#### **Note:**

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

#### **Values Scaling:**

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

Business Environment: Meaning - Types of Environment - Micro Environment - Macro Environment - (6 Hours)

### **UNIT II**

Business and Culture - Meaning - Elements of Culture - Culture Adaptation - Cultural Transmission - Cultural Conformity - Cultural Lag - Business Ethics. (6 Hours)

### **UNIT III**

Social Responsibilities of Business - Responsibilities to Share Holders - Responsibilities to Employees - Responsibilities to Consumer - Argument for and against Social Involvement - Social Audit- Objectives and Benefits. (6 Hours)

### **UNIT IV**

Privatization - Ways of Privatization - Obstacles - Conditions for Success of Privatization - Benefits - Arguments - Sins and Pit Falls of Privatization. (6 Hours)

### **UNIT V**

Stock Exchange and its Regulation - Meaning - Dealings on Stock Exchange - Speculation on the Stock Exchange OTCEI , NSE, Comparison between Stock Exchange, OTCEI and NSE. (6 Hours)

### **COURSE BOOK:**

- Francis Cherunilam, Business Environment and Policy, Himalaya Publishing House, 2014.

### **BOOKS FOR REFERENCE:**

1. C. Fernando, Business Environemnt, Pearson Publishers, 2011.
2. Dr .S. Sankaran, Business Environment, Margam Publishing House, 2013.
3. K. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, 2017.

## 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
<b>Overall Mean Score</b>												<b>3.58</b>

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

**Note:**

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

### Values Scaling:

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

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

## **UNIT II: MAP READING**

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

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

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

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

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

## **UNIT V: FIRST AID**

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

## **BOOK FOR REFERENCE:**

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

## **INTERNAL QUESTION PATTERN**

**Time: 2 hours**

**Marks: 30**

### **PART - A**

Answer Any 4 out of five

$4 \times 2 = 8$

### **PART- B**

Two either or questions (one from each)

$2 \times 4 = 8$

### **PART - C**

Two either or questions (one from each)

$2 \times 7 = 14$

## LEADERSHIP SKILLS

**Semester: VI**

**Hours: 2**

**Code : 20SE6BB04**

**Credits: 2**

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Expand the art of leadership skills.	PSO-3	C
CO-2	Stimulate the people to achieve the goals.	PSO-4	Ap
CO-3	Know about the behaviour of various leadership styles and build a good team.	PSO-3	An
CO-4	Develop critical thinking and make effective utilization of time.	PSO-2	U
CO-5	Know the importance of communication and its barriers.	PSO-1	Kn

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

Semester: VI		LEADERSHIP SKILLS										Hours: 2
Code : 20SE6BB04												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	5	4	4	4	4	3	4	5	4	5	4.18
CO-2	5	5	4	4	4	4	3	4	4	4	4	4.09
CO-3	4	4	4	4	4	4	4	4	4	4	3	3.90
CO-4	5	4	4	4	4	4	3	4	4	3	4	3.90
CO-5	5	4	3	4	4	4	4	4	4	4	4	4.00
Overall Mean Score												4.01

**Result:** The score for this course is **4.01** (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**

Concept of Leadership - Leadership - Meaning - Bass Theory Leadership - Principles of Leadership - Factors of Leadership. **(6 Hours)**

### **UNIT II**

Art of Leadership - Goals Setting - Meaning - Factors Determining Goal Setting - Characteristics of Goal Setting- Steps of Goal Setting. **(6 Hours)**

### **UNIT III**

Leadership Styles - Meaning - Types of Leadership - Behaviours of Leadership. **(6 Hours)**

### **UNIT IV**

Leadership and Time Management - Meaning - Steps to Effective Time Management - Time management Skills. **(6 Hours)**

### **UNIT V**

Leadership and Communication - Communication - Meaning - Definition - Communication Process - Barriers to Communication - Non-Verbal Behaviours of Communication. **(6 Hours)**

### **COURSE BOOK**

- A.K. Banerjee, Art of Leadership, Sultan Chand Publication, 2012.

### **BOOKS FOR REFERENCE:**

1. Koonty O'Donnel, Principles of Management, Himalaya Publication, 2014.
2. Fred Luthans, Organisational Behaviour, Irwin Publication, 2011.

**SELF STUDY COURSE**  
**PERSONALITY ENRICHMENT**

**Semester: VI**

**Hours: -**

**Code : 20BB6SS01**

**Credits: 2\***

**COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Develop Basic Personality.	PSO-5	K
CO-2	Learn the Factors Affecting Perception.	PSO-2	Ap
CO-3	Minimize Nervousness While in Social Situations.	PSO-3	Ap
CO-4	Manage Stress and Leadership Styles.	PSO-2	C
CO-5	Know the Techniques of Memory Retention and Time Murders.	PSO-4	A

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

Semester: VI		PERSONALITY ENRICHMENT										Hours: -
Code : 20BB6SS01												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	5	4	4	3	5	4	5	4	5	4.27
CO-2	3	5	3	5	4	5	3	5	4	5	4	4.18
CO-3	5	4	5	3	5	3	5	4	5	3	5	4.27
CO-4	4	5	4	5	4	5	3	5	4	5	4	4.36
CO-5	5	3	5	4	5	3	5	4	5	4	5	4.36
<b>Overall Mean Score</b>												<b>4.28</b>

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

Definition of Personality - Basics of personality - Determinants of personality - Types - Development of personality - Traits - Theories of Personality - Biography of Ms.J.Jeyalalitha, Former Chief Minister of Tamilnadu and Ms.Kalpana Chawla, Astronaut.

## **UNIT II**

Perception - Introduction - Perceptual process - Factors affecting perception - Measures to improve perception - Biography of Ms.Mallika Srinivasan, Chairman and Managing Director of Tractor and Farm Equipment Ltd., and Ms.Shanthi Duraisamy, Founder and Director of Sakthi Masala.

## **UNIT III**

Attitude - Introduction - Sources of attitude - Barriers to change attitude - Overcoming barriers. Values - Introduction - Importance of values - Types of values - Sources of values -Biography of Padma shri.Chinnapillai, Indian Micro Financier and Mr.Ratan Naval Tata, Industrialist.

## **UNIT IV**

Leadership - Introduction - Characteristics - Qualities - Functions - Types of leadership styles - Stress - Introduction - Nature - Faces of stress - Sources - Consequences of stress - Managing Stress - Biography of Shradha Sharma, Founder and CEO of Your story - a Digital media Platform for stratups and entrepreneurs - Biography of Ms.Josephine Arockia Mary, Founder and Director of Vibis Honey and Ms.Indra Nooyi, CEO of PepsiCo.

## **UNIT V**

Time Management and Art of Concentration - Listening - Enhancing Memory Power - Tips - and Techniques for Memory Retention Characteristics of Time Management - Time Murders - Time Saving - Tips - Benefits - Biography Mukesh Ambani, Chairman and Managing Director Reliance Industy and Aachi Manoramma, Veteran Indian Actress.

## **COURSE BOOK:**

- Human Values and Personality Development, (Study Material Compiled by the Department.)



**BOOKS FOR REFERENCE:**

1. Schafer, W., Stress Management for Wellness. 4<sup>th</sup> edition. Australia: Thomson & Wadsworth, 2011.
2. Johnson, D.W., Reaching out - Interpersonal Effectiveness and Self Actualization, 6<sup>th</sup> edition, Boston: Allyn and Bacon, 2010.
3. Robbins, S. P. and Hunsaker, Phillip, L., Training in Interpersonal skills. Tips for managing people at work. 5<sup>th</sup> edition, New Delhi: PHI Learning, 2014.
4. Frey, D and Carlock , C., Enhancing Self Esteem. 2<sup>nd</sup> edition. Indiana: Accelerated Development INC, 2013.

## INVESTMENT MANAGEMENT

**Semester: VI**

**Hours:**

**Code : 20BB6SS02**

**Credit: 2**

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Know the Scope of Investment Management.	PSO-1	K
CO - 2	Familiar with Alternative Investment.	PSO-3	An
CO - 3	Acquire practical knowledge about Financial Markets in India.	PSO-2	Ap
CO - 4	Gain knowledge about Industrial Security Market and Problems faced in the New Issue Market.	PSO-4	C
CO - 5	Insist the role of Stock Exchange.	PSO-5	S

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

Semester: VI		INVESTMENT MANAGEMENT										Credits: 2
Code : 20BB6SS02												
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	5	3	3	4	3	4	4	3.81
CO - 2	4	4	5	3	5	3	4	4	4	4	4	4
CO - 3	3	5	4	5	3	4	5	4	3	3	4	3.90
CO - 4	4	3	5	4	4	3	4	5	4	3	5	4
CO - 5	4	3	4	3	4	5	4	4	4	5	3	3.90
<b>Overall Mean Score</b>												<b>3.92</b>

**Result:** The score for this course is **3.92** (High Relationship)

**Note:**

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

### Values Scaling:

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

**Nature and Scope of Investment Management:** Definition - Classification of Investment- Speculation- Distinction Between Investment and Speculation - Investment Objectives- Essential Features of an Investment Programme.

## **UNIT II**

**Investment Alternatives:** Investment Alternatives- Real investment (or) Tangible Investment- Contingent investment- Titular investments.

## **UNIT III**

**Financial Market in India:** Importance of financial system- Development of Financial Institutions in India- Nationalisation of Financial Institutions - Establishment of Unit Trust of India- Establishment of Development Banks- Legislative Support- Structure of financial markets in India- money Market- Capital Market.

## **UNIT IV**

**Industrial Security Market:** Primary market- Stock exchange Market- Relationship between the primary and stock exchange market- functions of primary market- Methods of Floating primary market- Parties involved in the Primary market- Problems faced in the new issue Market.

## **UNIT V**

**Stock Exchanges:** Definition of stock Exchange- Characteristics of Stock Exchanges- Origin, organisation and management of stock exchanges in India- Important stock exchanges in India- Inter Connected Stock Exchange- stock Exchanges Turnover in India- management of Stock Exchange- powers of the governing Body- Members of the stock Exchange- control over Stock Exchanges- function of Stock Exchanges- Kinds of Brokers in Stock Exchanges.

## **COURSE BOOK:**

- Dr. L. Natarajan, Investment Management, Margham publications, 2015.

## **BOOKS FOR REFERENCE:**

1. Bombay Stock Exchange Directory.
2. Donald E. Fischer and Ronald J. Jordan, Security Analysis and Portfolio Management, Pearson Publications, 2013.
3. Stanely S.C. Haung Maury Stall, Investment Analysis and Management, Allyn and Bacon Inco., Massachustes.
4. Prof.J.C. Fancis, Investment Analysis and Management, Tata Mc Graw Hill Company, 2014.

## E - BUSINESS

**Semester: VI**

**Code : 20BB6SS03**

**Credits: 2**

### **COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Know about the E-Commerce, Principles and practices in India.	PSO - 3	K
CO - 2	Awareness about commercial digital payments.	PSO - 1	Ap
CO - 3	Consciousness about E- Payments.	PSO - 3	S
CO - 4	Get facts and information's about cyber crimes in business.	PSO - 4	Ap
CO - 5	Obtain details about E-Business Models.	PSO - 5	C

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

Semester: VI		E-BUSINESS										Credits: 2
Code : 20BB6SS03												
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	4	5	3	5	3	5	4	5	3	4.18
CO - 2	5	4	5	4	5	4	5	4	5	4	5	4.54
CO - 3	4	4	3	5	4	5	3	5	4	5	4	4.18
CO - 4	5	4	5	4	5	4	5	4	5	3	5	4.45
CO - 5	4	5	3	5	4	5	3	5	4	5	4	4.27
<b>Overall Mean Score</b>												<b>4.32</b>

**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:**

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**

E-commerce in Banking: E-banking - INFINET - VSAT - ATM'S - ATM Technology - Biometric ATM - ATM card - ATM usage - Internet Banking.

## **UNIT II**

Electronic Payments: VISA Card - MASTER Card - Credit Card - Debit Card, e-Cheque Process between Consumer & Merchant.

## **UNIT III**

On-line Business: e-payment(SBI) - e-Ticketing - e-Dining - e-Ticketing in Railways - e-Brokerage - e-Bill (Reliance Bill Payment) - e-Ticketing in Jet Airways - Online Marketing- Electronic Credit Cards - Smart Cards.

## **UNIT IV**

Computer Crimes: Money Theft - Service Theft - Software Theft - Information Altering - Malicious Access - Viruses.

## **UNIT V**

E-Commerce in India: Business models of e-commerce - B2B (Business to Business) - B2C (Business to Consumer) - C2B(Consumer to Business) - C2C (Consumer to Consumer) - G2B (Government to Business)

## **COURSE BOOK:**

- C. Nellai Kannan, Internet & E-Commerce, Nels Publications, 2014.

## **BOOKS FOR REFERENCE:**

1. Vijayalakshmi Sundaram, E-Commerce, Sree Meenakshi Publications, 2016.
2. M.M.Varma, Multimedia & website Address,Sultanchand & sons 2013.
3. Bhaskar, E-Commerce in Banking, Himalaya publications, 2017.

## TRAINING AND DEVELOPMENT

**Semester: VI**

**Code : 20BB6SS04**

**Credits: 2**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Gain knowledge in Historical Development of Training and Problems Resolved by Training.	PSO-2	K
CO - 2	Explicate the Information in E-Learning and Technology.	PSO-5	Ap
CO - 3	Identify the Relationship among Various Training Methods and Training Skills.	PSO-3	S
CO - 4	Measure the Training Process and Emerging Process in Training.	PSO-2	C
CO - 5	Analyze and identify the Career Development Programme and Executive Development Programme.	PSO-4	An

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

Semester : VI		TRAINING AND DEVELOPMENT										Hours:
Code : 20BB6SS04												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	5	3	5	3	5	4	5	5	3	4.09
CO - 2	5	3	5	3	4	5	5	3	5	3	4	4.09
CO - 3	4	4	3	5	5	3	4	4	3	5	4	4.00
CO - 4	4	5	4	5	4	5	5	4	3	5	5	4.45
CO - 5	5	5	5	3	4	3	4	5	5	3	4	4.18
<b>Overall Mean Score</b>												<b>4.16</b>

**Result:** The score for this course is **4.16** (Very High Relationship)

**Note:**

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

**Values Scaling:**

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

Definition of training - concept features significance role of training - historical development of training and development - applying training to organizational effectiveness why is there need for training in industry - organization problems resolved by training

## **UNIT II**

Learning: Basic concepts - components of learning - principles of learning - learning theory - reinforcement principle - steps in learning - E learning and technology - designing an effective supervisory T & D programme, development of human capacity, challenges in training, learning & training - training policy - Positive outcome of training

## **UNIT III**

Training methods - lecture methods, audio - visual aids, using films in training programmed learning - discussion methods, case methods, role play, business, games, in-basket exercise, Field training - techniques for training - training & development of expatriates - need & Importance - cultural adjustment programmes, training in cultural awareness - advantages of language skills - visits & counter visits - training by delegation is a managerial tool - career growth of individuals.

## **UNIT IV**

Training process - Assessing training needs - designing training programmes - preparation of trainees - implementation of training - evaluating training and development - follow up training - emerging trends in training for competitive advantage.

## **UNIT V**

Career development: Concepts - Stages - Career development programme - executive development programme - executive development - objective, process employee development - career management - computers in training and development - emerging trends and future prospects in training and development executive development - organization development.

## **COURSE BOOK:**

- Prof. J. Udaipareek, Training Instruments for human resource development, Dorling Kindersley (India) Pvt. Ltd., 2013.

## **BOOKS FOR REFERENCE:**

1. NG Nair and Lathanairs, Personnel Management and Industrial Relations, RBD Professional Publications, 2014.
2. P Nick Blanchard & James W. Thacker C, Effectiveness training System, Strategies and Practices, GNOSIS Publishers of Educational Books, 2012.

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**EXTERNAL QUESTION PATTERN**

**(SELF STUDY PAPER)**

**TIME: 3 Hours**

**MARKS: 100**

**Part-A**

Answer any Four out of Six Questions

(4x10=40)

**Part-B**

Answer any Four out of Six Questions

(4x15=60)



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

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

**PROGRAM SPECIFIC OUTCOMES (PSO)**

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

## NATIONAL CADET CORPS

**Semester: I - IV**

**Hours: 240**

**Code : 20STPNC01**

**Credits: 2\***

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Attain knowledge on History, honors and awards of Indian Military.	PSO - 1, PSO - 2, PSO - 4	K, An, Ap,
CO - 2	Perceive knowledge on read the maps and Weapon training is to remove the fear of a weapon from the hearts of youth.	PSO - 1, PSO - 4	K, An, C
CO - 3	Analyze the different types of disasters under different circumstances.	PSO - 2, PSO - 3, PSO 4, PSO - 5	K, S, Ap
CO - 4	Achieve practical knowledge in community development and other social programmes.	PSO - 4, PSO - 5	K, An, E
CO - 5	Comprehend the personality development and develop technical skill of first Aid .	PSO - 1, PSO - 2	K, Ap, S, E

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

Semester: I - IV		NATIONAL CADET CORPS										Hours: 240
Code : 20STPNC01												Credits: 2*
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	4	3	3	3	4	3	4	4	3	3	3	3.4
CO - 2	3	4	3	3	4	3	4	4	3	4	4	3.54
CO - 3	3	3	4	4	4	4	3	4	4	3	5	3.72
CO - 4	3	3	4	5	4	4	3	3	4	5	4	3.81
CO - 5	3	3	5	4	3	4	3	3	4	5	4	3.72
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 Etiquettes 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
<b>Total</b>	<b>100 Marks</b>

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

### Question Pattern for Summative Examination

**Total Marks: 40**

**Time: 2 hours**

#### Section - A

Answer All Questions  
( Multiple Choice Questions)

5 × 1 = 5 Marks

#### Section - B

Answer All Questions  
(Either Or Questions)

2 × 5 = 10 Marks

#### Section - C

Answer Any one Questions  
( one Question Out of Two)

1 × 10=10 Marks

## NATIONAL SERVICE SCHEME

### U.G. PROGRAMME OUTCOMES (2020 - 2023)

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

### PROGRAM SPECIFIC OUTCOMES (PSO)

<b>PSO NO.</b>	<b>UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO</b>	<b>PO MAPPED</b>
PSO - 1	Understand and identify the needs of the community	PO1, PO3
PSO - 2	Develop among themselves a sense of social and civic responsibility.	PO2, PO3, PO4, PO6
PSO - 3	Apply their education in finding practical solution to individual and community problems.	PO1, PO3, PO4, PO6
PSO - 4	Acquire leadership qualities and democratic attitude.	PO2, PO3, PO5
PSO - 5	Develop capacity to meet emergencies and national disasters and practice national integration and social harmony	PO3, PO4, PO5

## NATIONAL SERVICE SCHEME

**Semester: I - IV**

**Hours: 240**

**Code : 20STPNS01**

**Credits: 2\***

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Attain a Citizen with Social Concern and Social Analysis	PSO - 1, PSO - 2, PSO - 5	An
CO - 2	Flourish physical and mental health through Yoga	PSO - 2, PSO - 4	Ap
CO - 3	Practice to have healthy Food	PSO - 3, PSO - 5	S, Ap
CO - 4	Preserve Environment	PSO - 2, PSO - 3, PSO - 4	C, K, Ap
CO - 5	Understand and Challenge problems of Women.	PSO - 1, PSO - 2, PSO - 5	An, Ap, K

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

Semester: I - IV		NATIONAL SERVICE SCHEME										Hours: 240
Code : 20STPNS01												Credits: 2*
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	3	5	4	3	3	3	5	3	3	5	3.64
CO - 2	3	4	3	2	4	3	4	5	4	5	2	3.55
CO - 3	3	3	4	3	3	4	3	3	5	3	5	3.55
CO - 4	2	2	3	3	2	3	3	5	5	5	3	3.27
CO - 5	3	3	5	3	3	4	5	5	3	3	5	3.82
<b>Overall Mean Score</b>												<b>3.56</b>

**Result:** The score for this course is **3.56** (High Relationship)

**Note:**

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

### Values Scaling:

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

Introduction - History and Growth - Objectives - NSS Motto - NSS Symbol - NSS Badge - NSS Day - Composition of NSS Unit - NSS Regular Activities & Special Camp - Village Survey & Volunteers Diary - Campus Work - National and International Important days - NSS Awards.

## **UNIT II: CITIZENSHIP**

Duties of a citizen - Social Service - Social Problems - Need for Social Service - Leadership - Social Service & Leadership quality- Personnel and Social Values.

## **UNIT III: YOUTH**

Introduction - Education & Social Concern - Youth & Family - Youth & Society - Capability of youth - Problems of Youth - Drug Abuse - Hero Worship - Addict to Social Media - Violence - Sexual Problems - Suicide.

## **UNIT IV: HEALTH & HYGIENE**

Introduction - Health & Hygiene - Food Hygiene - Personal Hygiene - Health Maintenance: Care of Skin, Hair, Teeth, Eyes - Health Assessment of Fitness - Approaches for keeping Fit.

## **UNIT V: FOOD AND NUTRITION**

Food - Nutrients - Components of Food: Carbohydrate, Protein, Lipid, Minerals, Vitamins and Water - Balanced Diet: Food Selection and Meal Planning - Caloric value of Fruits, Vegetables, Nuts and Sprouted Seeds.

## **UNIT VI: ENVIRONMENT AND ECOLOGY**

Ecology - Components of Ecology - Environment - Pollution - Water Pollution - Air Pollution - Soil Pollution - Noise Pollution - Pollution Control & Environment Preservation.

## **UNIT VII: WOMEN EMPOWERMENT**

Women - Women & Family - Women & Society - Women & Education - Women Leaders - Women Problem - Women Empowerment to overcome problems.

## **UNIT VIII: FIRST AID**

Principles of First Aid - First aid for burns and scalds - First aid for fractures - First aid for insect bite - First aid for dog bite - First aid for electric shock - First aid for drowning - First aid for haemorrhage - Important things kept in the first aid box.

## **UNIT IX: YOGA**

Origin of Yoga and its development - Human Body & Mind - Benefits of Yoga - Classification of Yoga - Pranayama - Types of Pranayama - Utkatasana ( Chair Pose) - Trikonasana ( Triangle Pose).

## UNIT X: PRACTICAL KNOWLEDGE

Entrepreneurial Training: Phenol, Soap Powder, Soap, Candle and Ornaments Making - Gardening - Solid Waste Management - Special Camp: 7 Days

### BOOKS FOR REFERENCE:

1. C.S.C. Herve Morrisette, Youth aware, Holy cross fathers, Bangalore, 1977, Seema Yadav, Food Hazards and Hygiene, Anmol Publications Pvt. Ltd, New Delhi, 1<sup>st</sup> edition, 1997
2. Gitanjali Chatterjee, Hand Book of Food and Nutrition, Rajat Publications Pvt. Ltd, 2000,
3. Archana Sharma, Environment: Ecology, Climate change, Global warming, Biology Biodiversity, Conservation, Face the Challenge Academy, 2018,
4. Jaimon Varghese, Women Empowerment Through Literacy Campaign, Concept Publishing Company Pvt. Ltd, 2012.
5. Rajeev Sharma, First Aid, Lotus Press, New Delhi-2, 2009.
6. Amresh Kumar, Yoga for Healthy body, Khel Sahitya Kendra, New Delhi-2, 2009.

Scheme of Evaluation	
Summative Examination (2 hours)	40 Marks
Continuous Internal Assessment	60 Marks
<b>Total</b>	<b>100 Marks</b>

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

### Question Pattern for Summative Examination

**Total Marks: 40**

**Time: 2 hours**

#### Section - A

Answer All Questions  
( Multiple Choice Questions)

10 × 1=10 Marks

#### Section - B

Answer All Questions  
( Either Or Questions)

2 × 5=10 Marks

#### Section - C

Answer Any Two Questions  
( Two Questions Out of Three)

2 × 10=20 Marks



**PHYSICAL EDUCATION**  
**U.G. PROGRAMME OUTCOMES (2020 - 2023)**

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

**PROGRAM SPECIFIC OUTCOMES (PSO)**

<b>PSO NO.</b>	<b>UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO</b>	<b>PO MAPPED</b>
1	Elucidate basic knowledge and professional experience in Yoga	PO-1, PO-3
2	Equip with the profound knowledge of Sports and Games	PO-1, PO-4
3	Intake balanced nutrition and practice hygiene.	PO-1, PO-5, PO-6.
4	Enlighten the peoples with the principles of first aids	PO-2, PO-6
5	Expound the concepts and demonstrate Aerobics and Pyramids	PO-1, PO-2, PO-5, PO-5, PO-6

### 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*
		<b>Total</b>	<b>240</b>	<b>2*</b>

## YOGA AND RHYTHMIC ACTIVITIES

**Semester: I & II**

**Hours: 120**

**Code : 20STPPE01**

**COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Recall the principle of Asnas	PSO - 1, PSO - 3, PSO - 4	K, An, Ap,
CO - 2	Classify Pranayama for different needs	PSO - 1, PSO - 4	K, An, C
CO - 3	Appraise the application and effects of Suryanamaskar for human wellness	PSO - 2, PSO - 3, PSO 4, PSO - 5	K, S, Ap
CO - 4	Execute the techniques in Free Hand Exercise	PSO - 4, PSO - 5	K, An, E
CO - 5	Construct Pyramids based on the underlying principles	PSO - 1, PSO - 2	K, Ap, S, E

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

Semester: I - II		PAPER I – YOGA AND RYTHEMIC ACTIVITIES										Hours: 120
Code : 20STPPE01												
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	4	4	2	2	2	4	5	3	3	5	3.55
CO - 2	4	4	4	2	3	2	4	4	4	4	5	3.64
CO - 3	5	4	3	2	2	3	3	3	5	3	2	3.18
CO - 4	5	5	4	3	2	3	5	5	4	5	3	4.00
CO - 5	4	3	3	3	2	2	4	4	5	5	4	3.55
<b>Overall Mean Score</b>												<b>3.58</b>

**Result:** The score for this course is **3.58** (High Relationship)

**Note:**

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

**Values Scaling:**

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

Sitting Postures - Standing Posture - Prone Posture - Supine Postures.

**(24 hours)**

### **UNIT II: PRANAYAMA**

Pranayama - Suga Pranayama - Chandra bethana - Nadi Sudhi - Ujjayee - Seethali - Seethakari - Brahmari.

**(24 hours)**

### **UNIT III: SURYANAMASKAR**

Suryanamaskar: 12 Postures - 12 Postures & Breathe consioius - 12 Postures With manthra - Relaxation Techniques.

**(24 hours)**

### **UNIT IV: CALLISTHENICS (FREE HAND EXERCISE)**

Standing series - Bending series - Sitting series - Twisting series - Dumb - bells - Indian Clubs - Lezium - Hoops.

**(24 hours)**

### **UNIT V: AEROBICS & PYRAMIDS**

Aerobics: Aerobic Basics - Aerobic Movements - Aerobic With Rhythm - Aerobic Programme Pyramids: Basics of Pyramids - Types of Pyramids.

**(24 hours)**

### **BOOKS FOR REFERENCE:**

1. Wuest Jeborah,A and Charles A. Bucher (1987), 'Foundation of Physical Education, B.I Publication Pvt.Ltd., New Delhi.
2. Elangovan.R, (2002), 'Utarkalvi Oru Arimugam', Ashwin Publication, Triunelveli.
3. Chandrasekaran.K, (1999), 'Sound Health through Yoga, Prem Kalyan Publication, Sedapatti.
4. Iyengar, B.K.S,'Lights on Yoga', Unwin Hyman Company, London

## FUNDAMENTALS OF PHYSICAL EDUCATION

**Semester: III & IV**

**Hours: 120**

**Code : 20STPPE01**

**Credits: 2\***

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
1.	Familiarize the fundamentals of Physical Education	PSO - 1, PSO - 3, PSO - 4	K, An, Ap,
2.	Illustrate different rules for different games and athletic events	PSO - 1, PSO - 4	K, An, C
3.	Examines the need for good nutrition	PSO - 2, PSO - 3, PSO 4, PSO - 5	K, S, Ap
4.	Synthesis the relation between hygiene and health	PSO - 4, PSO - 5	K, An, E
5.	Apply the first aid techniques	PSO - 1, PSO - 2	K, Ap, S, E

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

Semester: III - IV		PAPER II - FUNDAMENTALS OF PHYSICAL EDUCATION										Hours: 120
Code : 20STPPE01												Credits: 2*
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	3	3	2	2	4	5	4	3	3	5	3.55
CO - 2	5	4	4	2	3	4	5	4	4	4	5	4.00
CO - 3	5	5	4	2	2	3	3	5	3	3	4	4.00
CO - 4	5	4	3	2	2	4	4	5	4	4	5	3.82
CO - 5	5	4	4	2	3	3	5	4	2	5	4	3.73
<b>Overall Mean Score</b>												<b>3.82</b>

**Result:** The score for this course is **3.82** (High Relationship)

#### Note:

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

#### Values Scaling:

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

Definition, need, scope, aims and objectives of physical education. **(24 hours)**

**UNIT II: GAMES AND ATHLETEIC EVENTS**

History of Games: Basketball, Volley Ball, Kho-Kho, Kabaddi, Badminton and Ball  
Badminton - Rules and regulation of the Games and Athletic Events. **(24 hours)**

**UNIT III: NUTRITION**

Balanced Diet, Daily Energy Requirement, Nutrient Balance, Nutrition Intake, Diet  
and Competition, Nutritional Tips, Your Ideal Weight. **(24 hours)**

**UNIT IV: HEALTH EDUCATION**

Meaning of health education, Definition of health education, Personal Hygiene,  
Communicable Diseases **(24 hours)**

**UNIT V: FIRST AID**

First Aid: Injuries to bones and Muscles, Sprain, Strain, Muscle Cramp and joints  
Dislocation and Fractures Snake-bite, Dog bite Poisoning, Artificial Respiration,  
(Drowning) **(24 hours)**

**BOOKS FOR REFERENCE:**

1. Sathyanesan, R.C., 'Hand Broken Physical Education, 'Gheena Publishers, Madurai.
2. Thirunarayanan,C and Hariharan,s, 'Analytical History of physical Education 'South India Press, Karaikudi.
3. St. John Ambulance Association, 'First Aid to the Injured' New Delhi.
4. Prabhakar Eric, (1995), 'The way to Atheletic Gold', Affiliated East West Pvt. Ltd., New Delhi.

### SCHEME OF EVALUATION

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

### SCHEME OF EVALUATION FOR CONTINUOUS INTERNAL ASSESSMENT

1.	Attendance (240 hrs)				
	❖ Theory Class	:	120 hrs	:	20 marks
	❖ Games	:	60 hrs		
	❖ Field Work	:	60 hrs		
2.	Performance in any one Game	:			10 marks
3.	Performance in any one of Athletic event	:			10 marks
4.	Performance in Yoga / Rhythmic activities	:			10 marks
5.	Rhythmic activities				10 marks
6.	Field Work	:			15 marks
	<b>Total</b>	:			<b>60 marks</b>

### QUESTION PATTERN FOR SUMMATIVE EXAMINATION

**Total marks: 25**

**Time: 1 <sup>1/2</sup> hours**

#### SECTION - A

Answer All Questions (5 × 1 = 5)  
(Choose the best Answer)

#### SECTION - B

Answer any two questions (2 × 2 = 4)  
(Four question out of four)

#### SECTION - C

Answer any Two out of Four questions (2 × 5 = 10)  
(Four question out of Four)

#### SECTION - D

Answer any one question (1 × 6 = 6)  
(One question out of two)

**CONSUMER AWARENESS**  
**PROGRAMME OUTCOMES (PO)**

<b>PO. NO.</b>	<b>UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO</b>
1.	Think critically, evaluate analytically and apply the acquired knowledge of their discipline in related scenario.
2.	Enhance the communicative skills and gain confidence to disseminate knowledge through oral/verbal communications effectively at various situations.
3.	Express the cultural and environmental diversity that they have been exposed in various studies.
4.	Identify the different roles in an organizational structure of the work place and carry out multiple roles in social responsibilities.
5.	Develop higher-order thinking, problem solving and self-direction skills through effective use of technologies and other resources.
6.	Increase self-awareness, set and pursue meaningful goals, and develop positive personal qualities.

**PROGRAM SPECIFIC OUTCOME (PSO)**

<b>PSO</b>	<b>UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO</b>	<b>PO MAPPED</b>
PSO - 1	Aware of Consumer's rights, responsibilities and Consumer Protection Act, 1986.	PO - 1
PSO - 2	Instill right-consciousness, confidence to question violations of citizen and consumer rights and fight for justice.	PO - 1, PO - 4, PO - 6
PSO - 3	Work with other voluntary consumer organizations to enhance consumer movement in the society.	PO -3, PO - 6
PSO - 4	Make informed purchase decision as individual and inculcating the behavior in others also.	PO -3, PO - 4, PO - 6
PSO - 5	Gain practical knowledge and become good consumer as well as entrepreneur.	PO -4, PO - 5, PO - 6



**COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Aware of the Nature, Rights and Responsibilities of Consumer.	PO - 1	K
CO-2	Familiar with Food Trade Mark and Certification.	PO - 1, PO - 4, PO - 6	AN
CO-3	Identify Misleading Advertisement, Consumer Court and Consumer Redressal.	PO - 3, PO - 6	AP
CO-4	Acquire Knowledge in Food Adulteration and Eco friendly products.	PO - 3, PO - 4, PO - 6	K
CO-5	Attain Practical Experience through Field Visit and Interact with Experts.	PO - 4, PO - 5, PO - 6	S

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

Semester: I - IV		CONSUMER AWARENESS - I & II										Hours:120
Code : 20STPCC01												Credits: 2*
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	5	4	5	4	3	3	4	5	4	5	4.27
CO-2	4	4	5	4	5	3	5	5	4	5	3	4.27
CO-3	5	5	4	5	4	5	3	4	5	4	5	4.45
CO-4	4	4	5	4	5	3	5	5	4	5	3	4.27
CO-5	5	4	5	4	5	3	5	4	5	4	5	4.45
<b>Overall Mean Score</b>												<b>4.34</b>

**Result:** The score for this course is **4.34** (Very High Relationship)

**Note:**

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

**Values Scaling:**

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

**Semester: I & II**

**Hours: 60**

**Code : 20STPCC01**

### **UNIT I**

Consumer - Meaning - Consumerism - Nature of Consumerism, Rights and Responsibilities of Consumer - Right of Consumers under Consumer Protection Act 1986 - Do's and Dont's of Consumer.

### **UNIT II**

Trade Mark - Definition - Meaning - Objectives -Types of Trademark in India - Process and functions of Registrar of Trade marks - Trade and Merchandise rules - Food Label Symbol, ISI, ISO, Agmark, Silkmark Certification.

### **UNIT III**

Advertisement meaning - Features of Advertisement - Misleading Advertisement - circumstances of misleading advertisements -Reasons for Festival offer and discount.

### **UNIT IV**

Food Adulteration - Meaning - Types of Food Adulteration - Method of Food Adulteration - How can Adulteration be prevented - How to Identify fake and Duplicate Beauty Products - Sub Standard Products.

### **UNIT V**

Practical Session: Interacting with Experts, Field Visit

### **COURSE BOOK:**

Material prepared by the Consumer Club

### **BOOKS FOR REFERENCE:**

1. Dr. L. Natarajan, Business Legislation, Merit India Publication, 2017.

## **CONSUMER AWARENESS - II**

**Semester: III & IV**

**Hours: 60**

**Code : 20STPCC01**

**Credit: 2\***

### **UNIT I**

Guarantee Vs. Warrantee - Standards of Weight - Meaning - Importance of Standards - Responsible to Certify the Accuracy of Weight and Measures - Food Quality Control Procedures - Vegetarian and Non-Vegetarian Symbol.

### **UNIT II**

Consumer Redressd Consumer Disputes - Consumer Movement - Consumer Court - Do's and Don'ts of Consumers Grievances Redressal - How to Files Complaints in Consumer Court.

### **UNIT III**

Online Consumer- Meaning- Types of Online Consumers- Rights of Online Consumers.

### **UNIT IV**

Eco Friendly Consumer Products - Green Consumerism- Important Steps of Green Consumerism.

### **UNIT V**

Practical Session: Interacting with Experts, Field Visit.

### **COURSE BOOK:**

Material prepared by the Consumer Club

### **BOOKS FOR REFERENCE:**

1. Dr. L. Natarajan, Business Legislation, Merit India Publication, 2017.
2. Consumer Movements, Francesca Forno
3. Helping People and Communities Become and Remain Economically
4. [www.insightcced.org](http://www.insightcced.org)
5. <https://www.researchgate.net/publication/334126464>

### SCHEME OF EVALUATION

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

<b><i>Scheme of Evaluation of Continuous Internal Assessment</i></b>		
1.	<i>Attendance - 120 hours</i>	<i>10 Marks</i>
2.	<i>Field Visit</i>	<i>10 Marks</i>
3.	<i>Assignment</i>	<i>5 Marks</i>
	<b><i>Total</i></b>	<b><i>25 Marks</i></b>

### QUESTION PATTERN FOR SUMMATIVE EXAMINATION

**Total Marks: 75**

**Time: 3 hours**

#### EXTERNAL QUESTION PATTERN

##### **PART - A**

10 Questions × 1Mark = 10 Marks

(Multiple Choice Questions)

##### **PART - B**

5 Questions × 5 Marks = 25 Marks

Answer All Questions

(Either Or Questions)

##### **PART - C**

4 Questions × 10 Marks = 40 Marks

Answer Any Four Questions

(Four Questions Out of Six)

## RED RIBBON CLUB

**Semester: I, II, III & IV**

**Hours: 120**

**Code : 20STPRR01**

**Credits: 2\***

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Analyze the Objectives of Red Ribbon Club	PSO - 3, PSO - 5	K, A, E
CO - 2	Examine the need of Blood Identification	PSO - 3, PSO - 4 , PSO - 5	K, A, E
CO - 3	Understand the importance of Blood Donation	PSO - 3, PSO - 5	K, C, A, E
CO - 4	Recognise the importance of HIV Awareness	PSO - 3, PSO - 5	A, AP
CO - 5	Able to realize the need of field visit to AIDS centres	PSO - 1, PSO - 3 , PSO - 5	K, AP, S, E

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

Semester: I, II, III & IV		RED RIBBON CLUB										Hours: 120
Code : 20STPRR01												Credits: 2*
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	4	4	4	4	4	5	4	3	5	4	4	4.09
CO - 2	4	3	4	5	4	5	3	3	5	4	4	4.00
CO - 3	4	3	4	5	4	5	3	3	5	3	4	3.90
CO - 4	4	3	4	5	4	5	3	3	5	3	4	3.90
CO - 5	4	3	4	5	4	5	3	3	5	4	4	4.00
<b>Overall Mean Score</b>												<b>3.98</b>

**Result:** The score for this course is **3.98** (High Relationship)

**Note:**

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

### Values Scaling:

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

Red Ribbon Club - Meaning - Vision - Objective - Popular colour - Symbol - Significance  
(25 Hours)

## **UNIT II**

Blood Identification - Blood composition - Blood types - Methods for the identification of blood - Microscopic examination - Chemical methods - Spectrophotometry - Metric Analysis - Immunological Methods - DNA analysis - Application of blood identification  
(25 Hours)

## **UNIT III**

Blood Donation - Introduction - Benefits - Procedure - Importance of Blood Donation - Donors - Non-Donors - Donate Blood - Donation Process: Blood Banks - Outdoor camps - Registration - Medical Checkup - Donation - Refreshment  
(25 Hours)

## **UNIT IV**

HIV Awareness: Definition - Causes - Effects: HIV Transmission - HIV Prevention - HIV Testing - Living with HIV - HIV Stigma  
(25 Hours)

## **UNIT V**

Blood Donation Camp - Practical and Field Work: Blood Identification Camp - HIV AIDS Awareness Programme - Field visit to Jeevan Jothi - Aundipatti Government Hospital  
(30 Hours)

## **COURSE BOOKS:**

- Books offered by Red Ribbon Club Committee Members

## **BOOKS FOR REFERENCE**

- S. Kartikeyan, R.N. Bharmal, R.P. Tiwari and P.S. Bisen. HIV and AIDS: Basic Elements and Priorities. Springer Publications. 2007.  
"Everytwo seconds someone Needs blood. Red Cross urges blood donations."  
[Http://www.redcross.org/news/article/il/chicago/Everytwoseconds someone Needs blood. Red Cross urges blood donations.](http://www.redcross.org/news/article/il/chicago/Everytwoseconds someone 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
	<b>Total</b>	:	<b>100 marks</b>

<b><i>Scheme of Evaluation of Continuous Internal Assessment</i></b>		
1.	<i>Test</i>	<i>15 Marks</i>
2.	<i>Field Visit</i>	<i>5 Marks</i>
3.	<i>Attendance</i>	<i>5 Marks</i>
	<b>Total</b>	<b>25 Marks</b>

**Total the marks of I, II, III & IV will be converted to 25 marks**

### Question Pattern for External Examination

**Total Marks: 75**

**Time: 2 hours**

#### **Section - A**

Answer All Questions  
(Multiple Choice Questions)

10 x 1 = 10 Marks

#### **Section - B**

Answer All Questions  
(Either Or Questions)

5 x 5 = 25 Marks

#### **Section - C**

Answer Any Two Questions  
(Two Questions Out of Three)

2 x 20 = 40 Marks

## YOUTH RED CROSS PROGRAMME OUTCOMES

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

### PROGRAMME SPECIFIC OUTCOMES (PSO)

<b>PSO</b>	<b>UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO</b>	<b>PO MAPPED</b>
PSO - 1	Student will get a basic understanding of the origin, growth and development of humanity.	PSO - 1
PSO - 2	Will acquire basic knowledge about social subjects	PSO - 1, PSO - 2
PSO - 3	Could identify various social issues and problems	PSO - 3, PSO - 4
PSO - 4	Will help to build up a good career.	PSO - 1, PSO - 4
PSO - 5	Makes them aware of social responsibilities.	PSO - 1, PSO - 5



**COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand themselves in relation to their community.	PSO - 1	K
CO - 2	Identify the needs and problems of the community and involve them in problem-solving.	PSO - 2	C
CO - 3	Gain skills in mobilising community participation. Develop capacity to meet emergencies and social harmony.	PSO - 3	C
CO - 4	Educate and empower children and youth in the spirit of the Red Cross through constructive trainings and effective leadership	PSO - 4	AN
CO - 5	Provide opportunities for directing and harnessing their energies and idealism into worthwhile humanitarian activities	PSO - 5	AN

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

Semester: I - IV		YOUTH RED CROSS										Hours: 120
Code : 20STPRC01												Credits: 2*
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	5	4	3	2	2	5	5	3	2	2	3.45
CO - 2	5	5	4	3	2	2	5	5	4	2	2	3.55
CO - 3	5	4	4	3	4	2	5	5	5	3	3	3.91
CO - 4	5	4	5	4	3	3	5	5	5	3	3	4.09
CO - 5	5	4	5	4	3	3	5	5	5	3	3	4.09
<b>Overall Mean Score</b>												<b>3.82</b>

**Result:** The score for this course is **3.82** (High Relationship)

**Note:**

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

**Values Scaling:**

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos= $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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## **BASICS OF YOUTH RED CROSS**

**Semester: I & II**

**Hours: 60**

**Code: 20STPRC01**

### **UNIT I**

History of Red Cross - Henri Dunant's Early Life - The Battle of Solferino - The Man in White -The birth of Red cross - Charity in the Midst of Battle. Clara Barton: Pioneer of Disaster Relief - Death of Dunant.

### **UNIT II**

Idea of the Red Cross Movement - Foundation of the Red Cross Movement - A Global Movement - The Emblems - History of the Emblems - Who can use the emblem in India?- Misuse of the Emblem - Why respect the Emblem?

### **UNIT III**

The Seven Fundamental Principles - International Humanitarian Law - Re-establishing Family Links

### **UNIT IV**

Birth of the Indian Red Cross Society - Introduction to the programmes of the IRCS - Humanitarian Values - Disaster Management - Health and Care in the Community.

### **UNIT V**

Volunteering - Trainings

### **COURSE BOOK:**

Material Prepared By Parent Department

### **BOOKS FOR REFERENCE:**

1. "The Story of the Red Cross", Krishna Satyanand, Reprint 2002, Published by the Director, National Book Trust, India.
2. "Basic about YRC", Indian Red Cross Society, National Headquarters.

## **SIGN OF YOUTH RED CROSS**

**Semester: III & IV**

**Hours: 60**

**Code: 20STPRC01**

**Credits: 2\***

### **UNIT I**

**The International Committee of the Red Cross (ICRC)** - Origin and history - International Status - ICRC- Legal status - ICRC'S Humanitarian activities - Administration and Structure of ICRC - **National Red Cross and Red Crescent Societies.**

### **UNIT II**

**International Federation of Red Cross and Red Crescent Societies** - Mission - Strength -Global Network -International Red Cross and Red Crescent movement - **Geneva Conventions and their Additional Protocols** - Protection and care - protection of persons - Protection of civilian medical and religious personnel - Methods and means of warfare - Improper use of emblems - fundamental guarantees.

### **UNIT III**

**Indian Red Cross Society - Headquarters** - Resources - Partnerships - Strategic Development plan - **Indian Red Cross Society - Tamil Nadu Branch** - Indian Red Cross Society, District Red Cross Branch and Sub-Branch

### **UNIT IV**

Youth Red Cross - Junior Red Cross

### **UNIT V**

Field Visit

### **COURSE BOOK:**

Material Prepared By Parent Department

### **BOOK FOR REFERENCE:**

1. "History of Red Cross", Youth Red Cross, Indian Red Cross Society Tamil Nadu Branch

### SCHEME OF EVALUATION

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

<b><i>Scheme of Evaluation of Continuous Internal Assessment</i></b>		
1.	<i>Attendance - 120 hours</i>	<i>10 Marks</i>
2.	<i>Field Visit</i>	<i>10 Marks</i>
3.	<i>Assignment</i>	<i>5 Marks</i>
	<b><i>Total</i></b>	<b><i>25 Marks</i></b>

### QUESTION PATTERN FOR SUMMATIVE EXAMINATION

**Total Marks: 75**

**Time: 3 hours**

#### EXTERNAL QUESTION PATTERN

##### **PART - A**

10 Questions × 1Mark = 10 Marks

(Multiple Choice Questions)

##### **PART - B**

5 Questions × 5 Marks = 25 Marks

Answer All Questions

(Either Or Questions)

##### **PART - C**

4 Questions × 10 Marks = 40 Marks

Answer Any Four Questions

(Four Questions Out of Six)

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

**MONEY AND BANKING (20BB1SD01)**

**PORTFOLIO MANAGEMENT (20BB1SD02)**

**RETAIL MARKETING (20BB1SD03)**

This certificate course is offered by the Department of Business Administration to all U.G. students in both semesters for 60 contact hours, 2 hours per week.

Internal = 25 Marks

External = 75 Marks

External Semester Exam will be conducted at the end of the Academic year.

Passing minimum = 40 marks is the aggregate of CIA and Semester Exam.

**INTERNAL**

1. Continuous Internal Assessment (Theory)

Continuous Assessment will be carried out by the Course teachers. The components of CIA are as follows:

Test 1	40
Test 2	40
Seminar / Quiz	10
Assignment	05
Attendance	05
<b>Total</b>	<b>100</b>

- The total internal marks obtained for 100 will be converted into 25 marks.

**EXTERNAL QUESTION PATTERN (2020-2023)**

**PART - A**

Answer any Three Out of Six Questions (3x5=15)

**PART - B**

Answer any Three out of Six Questions (3x15=60)

## MONEY & BANKING

**Code: 20BB1SD01**

**Hours: 2**

**Credits: 2**

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Familiarize students about the concept of Money and Banking.	PSO- 1	S
CO-2	Inculcate the values of money and Price Index Number.	PSO-5	K
CO-3	Know the Money Market and Bill Market in India.	PSO-4	C
CO-4	Learn about Internal and International Trade.	PSO-1	An
CO-5	Analyze Central Banking systems, Commercial Banking Principles.	PSO-3	Ap

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

Code : 20BB1SD01		MONEY & BANKING										Hours: 2
												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	5	4	5	3	5	3	5	3	5	4.18
CO-2	4	4	3	5	4	5	4	5	4	5	4	4.27
CO-3	3	5	5	3	5	3	5	4	5	3	5	4.18
CO-4	5	4	4	5	4	5	4	5	3	5	4	4.36
CO-5	4	5	4	4	5	3	5	3	5	4	5	4.27
Overall Mean Score												4.25

**Result:** The score for this course is **4.25** (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**

Meaning and Functions of Money: Definitions - Functions of Money - Nature of Money - Classification of Money on the Basis of Nature - Legality Commodity and Liquidity. **(12 Hours)**

## **UNIT II**

Value of Money and Inflation: Meaning - Definition - Measurement of Changes in the Value of Money - Methods of Preparing Price Index Numbers - Difficulties or Problems involved in the Construction of Price Index Number. **(12 Hours)**

## **UNIT III**

Indian Money Market: Structure of Indian Money Market - Characteristics of the Indian Money Market - Defects - Constituents - Reforms - Government Securities Market - Bill Market in India - Non Banking Financial Companies. **(12 Hours)**

## **UNIT IV**

Theory of International Trade: Internal and International Trade - Need for a Separate Theory of International Trade - Theory of Comparative Costs, Factors Influencing Profit Accruing from International Trade - Criticism of a Comparative Costs Theory - Modification of the Theory of Comparative Costs. **(12 Hours)**

## **UNIT V**

Central Banking: Introduction - Definition of Central Bank - Necessity - Principles - Comparison between Central Banking and Commercial Banking - Functions of the Central Bank - Central Bank and Economic Growth. **(12 Hours)**

## **COURSE BOOK:**

- M.L. Seth, Money, Banking and International Trade, Lakshmi Narain Agarwal Educational Publishers, 2013.

## **BOOKS FOR REFERENCE:**

1. N.D. Kapoor, Money, Banking and International Trade, Sultan Chand & Sons Educational Publishers, 2014.
2. M.L. Seth, Money Banking and Public Finance, Lakshmi Narain Agarwal Educational Publishers, 2011.

## PORTFOLIO MANAGEMENT

**Code: 20BB1SD02**

**Hours: 2**

**Credits: 2**

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Familiarize students about the concept of Portfolio Management.	PSO- 1	S
CO-2	Inculcate about the Risk and return analysis of Portfolio.	PSO-5	K
CO-3	Know the effectiveness investment planning.	PSO-4	C
CO-4	Learn about how to measure and evaluate the performance of Portfolio.	PSO-1	An
CO-5	Analyze about efficient market hypotheses.	PSO-3	Ap

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

Code : 20BB1SD02		PORTFOLIO MANAGEMENT										Hours: 2
												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	4	5	4	3	5	3	5	3	4	4.00
CO-2	4	4	5	4	4	5	4	5	4	5	4	4.36
CO-3	3	5	4	5	4	3	5	4	5	3	5	4.18
CO-4	5	4	4	5	4	5	4	5	3	5	4	4.36
CO-5	4	5	4	4	5	3	5	3	5	4	5	4.27
Overall Mean Score												4.23

**Result:** The score for this course is **4.23** (Very High Relationship)

#### Note:

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

#### Values Scaling:

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

Introduction to Portfolio Management -Need for Portfolio Management -Portfolio Management Process - Efficient Portfolios and Efficient Frontier - Markowitz Model -Capital Asset Pricing Model (CAPM) - Dominant Portfolio - Separation Theorem -Capital Market Line -Security Market Line - Arbitrage Pricing Theory.

**(12 Hours)**

## **UNIT II**

Portfolio Risk and Return Analysis - Concept of Portfolio Risk and Return - Systematic and Unsystematic Risk -Beta of a Portfolio - Analyzing Portfolio Diversification.

**(12 Hours)**

## **UNIT III**

Investment Planning - Defining Investment Objectives -Risk and Investor Preferences - Investment Constraints -Investment Goals and Constraints for Institutional Investors Portfolio Rebalancing -Portfolio Up Grading - Investment Timings - Formula Plans - Constant Dollar Value Plan - Constant Ratio Plan - Variable Ratio Plan - Selection and Revision of Equity Portfolios.

**(12 Hours)**

## **UNIT IV**

Measuring and Evaluating Portfolio Performance - Meaning and Importance - Methods of Calculating Rate of Returns - Money Weighted Rate of Return - Time Weighted Rate of Return - Linked Internal Rate of Return - Performance Measures.

**(12 Hours)**

## **UNIT V**

Portfolio Audit Analysis: Efficient Market Hypotheses - The weakly Efficient, Semi Strongly Efficient and Strongly Efficient Market Forms - Random Walk Theory- Portfolio Performance: Measures: Sharpe, Treynor and Jensen.Portfolio Audit and Portfolio Revision - Need and Methods - Formula Plans.

**(12 Hours)**

## **COURSE BOOK:**

- Singh, P. Investment Management. Newdelhi; Himalaya Publication, 2013.

## **BOOKS FOR REFERENCE:**

1. Prasanna Chandra, Investment analysis and Portfolio Management, Tata Mc grawhill.
2. V.K. Bhalla, Investment Management - Security analysis and Portfolio Management, S. Chand.

## RETAIL MARKETING

**Code: 20BB1SD03**

**Hours: 2**

**Credits: 2**

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Get the basics of retailing and its needs.	PSO- 1	S
CO-2	Know the ideas about functions of retailing and its types.	PSO-5	K
CO-3	Gain the details about branding.	PSO-4	C
CO-4	Expand the knowledge in retail communication.	PSO-1	An
CO-5	Improve sales promotion.	PSO-3	Ap

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

Code : 20BB1SD03		RETAIL MARKETING										Hours: 2
												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	4	4	4	3	3	3	3	3	4	3.36
CO-2	4	4	3	4	4	3	4	3	4	3	4	3.64
CO-3	3	3	4	3	4	3	4	4	4	3	4	3.55
CO-4	4	4	4	3	4	3	4	4	3	3	4	3.64
CO-5	4	4	4	4	4	3	4	3	4	4	4	3.82
Overall Mean Score												3.60

**Result:** The score for this course is **3.60** (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**

An Introduction of Retailing - Definition of Retailing - Retail Marketing Need for Strategic Approach - Importance of Retailing. **(12 Hours)**

## **UNIT II**

Functions of Retailing - Characteristics of Retailing - Types of Retailers - Fixed Shop Retailers - Small Scale Retailers - Large Scale Retailers. **(12 Hours)**

## **UNIT III**

Branding in Retailing - Definition of Brand - Brand Proposition - Brand Image - Brand Identity - Brand Name - Brand Awareness - Successful Brand - Own Brand. **(12 Hours)**

## **UNIT IV**

Retail Communication - Definition - Promotional Advertising - Window Display - Interior Display - Show Room - Exhibition (Trade Show). **(12 Hours)**

## **UNIT V**

Sales Promotion - Objectives - Kinds of Sales Promotion - Consumer Sales Promotion - Dealer's Sales Promotion - Sales Force Promotion. **(12 Hours)**

## **COURSE BOOK:**

- Dr. L. Natrajan, Retail Marketing, 2013, Margam Publications.

## **BOOKS FOR REFERENCE:**

1. David Gilbert, Retail Marketing, 2008, Pearson Publications.
2. Sandeep Kumar & Sweta Baksha, Retail Marketing, 2010, A.K. Publications.
3. Barton A Weitz & Ajay Pandit, Retailing Management, 2016, Tata McGraw Hill Publication.

## **SKILL DEVELOPMENT PROGRAMME (CERTIFICATE COURSE)**

### **GANDHIAN THOUGHT**

#### **PROGRAMME OUTCOMES**

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

#### **PROGRAMME SPECIFIC OUTCOMES**

<b>PSO. NO.</b>	<b>UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO</b>	<b>PO MAPPED</b>
PSO - 1	Analyse the social, political, economic, cultural and religious conditions of the various dynasties of India, British India, Indian Constitution, Indian Administration and Indian Economy to acquire the special skill in the field of administration.	PO- 1, PO-2, PO-4
PSO - 2	Evaluate the History of World Civilizations and Europe in the world politics and compare the various types of constitution and the constitutional development in England.	PO- 1, PO-2
PSO - 3	Get knowledge on the principles of Economics, functions of banking system, development of Science and Technology, Tourism, the importance of Human Rights and equip with computer knowledge and applications for all competitive examinations.	PO- 1, PO-4, PO-5
PSO - 4	Recognize the sacrifice of the freedom fighters in the National Movement and picturize the traditional values in the right perception on Women Studies and Women Entrepreneurship.	PO- 1, PO- 5, PO- 6
PSO - 5	Participate in discussions by listening to others perspectives, asking productive questions, articulating original ideas, correspond efficiently with good vocabulary, realize the need of historical research and excel in General Studies for Competitive Examinations.	PO- 2, PO- 5, PO- 6

**PAPER I: LIFE OF MAHATMA GANDHI - CCHYGT01**

**Code: CCHYGT01**

**Hours: 1**

**Credit: 1**

**COURSE OUTCOMES:**

CO. NO	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO- 1	Gain Knowledge on the Early Life of Mahatma Gandhi	PSO - 5	K
CO-2	Analyse the racial equality and Mahatma Gandhi's Experience in South Africa	PSO - 5	An
CO-3	Explain the role of Mahatma Gandhi in Indian Freedom Struggle	PSO - 2	Ap
CO-4	Assess the constructive works of Mahatma Gandhi in Indian Nationalism	PSO - 2	Ap
CO-5	Discuss the major Incidents from the Life of Mahatma Gandhi	PSO - 5	Ap

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

		<b>PAPER I: LIFE OF MAHATMA GANDHI - CCHYGT01</b>										<b>Hours: 1</b>
<b>Code: CCHYGT01</b>		<b>CCHYGT01</b>										<b>Credits: 1</b>
<b>Course Outcomes</b>	<b>Programme Outcomes (PO)</b>						<b>Programme Specific Outcomes (PSO)</b>					<b>Mean Score of CO's</b>
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 2	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 3	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 4	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 5	5	5	5	5	5	5	4	5	4	3	3	4.45
<b>Overall Mean Score</b>												<b>4.45</b>

**Result:** The score for this course is High

**Note:**

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

**Values Scaling:**

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

Family background and beginnings of the Mahatma - Birth and childhood - Education and family life - lessons learned - The London Experience

## **UNIT II**

Making of the Mahatma: Gandhi in South Africa - From a barrister to a people's leader - Towards racial equality - From family life to ashram life - Birth of Satyagraha and constructive work - experiments with truth

## **UNIT III**

Beginnings of Indian Freedom Struggle: Early resistances and 1857 Revolt - Birth of Indian National Congress: Moderates, Extremists and Terrorists - Gandhi leads the nation in a new direction - Early micro satyagrahas

## **UNIT IV**

Mahatma Gandhi leads the Freedom struggle to victory: Major satyagrahas - Constructive Work - Sabarmathi and Sevagram - Various currents of Indian Nationalism - Towards partition and freedom - The final martyrdom

## **UNIT V**

Video shows on Gandhi - Field and life experiences - Incidents from the life of Gandhi that inspired and shaped your life.

## PAPER II: NON VIOLENCE AND SARVODAYA - CCHYGT02

**Code: CCHYGT02**

**Hours: 1**

**Credit: 1**

### COURSE OUTCOMES:

CO. NO	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO- 1	Gain Knowledge on Mahatma Gandhi's Non - violence	PSO - 5	As
CO-2	Discuss the Policies of Mahatma Gandhi on Truth and Action	PSO - 5	An
CO-3	Analyse Sarvodaya and Antyodaya	PSO - 5	K
CO-4	Assess the values introduced through Brahmacharya and Aparigraha	PSO - 5	Ap
CO-5	Relate violence and Truth in our day today life with the teachings of Gandhiji	PSO - 2	Ap

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

		PAPER II: NON VIOLENCE AND SARVODAYA - CCHYGT02										Hours: 1
Code: CCHYGT02												Credits: 1
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 2	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 3	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 4	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 5	5	5	5	5	5	5	4	5	4	3	3	4.45
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 &	:	காந்திய சிந்தனை வினா-விடை
வி.ஏ. வித்யா	:	(Gandhian Thought Quiz)
சி. பெரிதாய் & பா. ஆனந்தி	:	மகாத்மா காந்தியடிகளின் காலம்

### PAPER II

M.K. Gandhi	:	Sarvodaya
_____	:	Nonviolence in Peace and War (2 Vols)
_____	:	Truth is God
Richard B. Gregg	:	Power of Nonviolence
மு. வசந்தா (பதி.)	:	சர்வோதயம்
R.R. Diwakar	:	The Saga of Satyagraha
ச. செயப்பிரகாசம்	:	அகிம்சை

### COURSE BOOK:

மகாத்மா காந்தியின் வாழ்வும் அறவியலும் - டாக்டர் பா. ஆனந்தி & டாக்டர் ச. செயப்பிரகாசம்  
Life and Values of Mahatma Gandhi - Dr. B. Ananthi & Dr. S. Jeyapragasam

**தாள் I - மகாத்மா காந்தியின் வாழ்வு - CCHYGT01**

**Code: CCHYGT01**

**Hours: 1**

**Credit: 1**

**COURSE OUTCOMES:**

CO. NO	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO- 1	Gain Knowledge on the Early Life of Mahatma Gandhi	PSO - 5	K
CO-2	Analyse the racial equality and Mahatma Gandhi's Experience in South Africa	PSO - 5	An
CO-3	Explain the role of Mahatma Gandhi in Indian Freedom Struggle	PSO - 2	Ap
CO-4	Assess the constructive works of Mahatma Gandhi in Indian Nationalism	PSO - 2	Ap
CO-5	Discuss the major Incidents from the Life of Mahatma Gandhi	PSO - 5	Ap

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

<b>Code: CCHYGT01</b>		<b>தாள் I - மகாத்மா காந்தியின் வாழ்வு - CCHYGT01</b>										<b>Hours: 1</b>	
												<b>Credits: 1</b>	
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's	
	1	2	3	4	5	6	1	2	3	4	5		
CO - 1	5	5	5	5	5	5	4	5	4	3	3	4.45	
CO - 2	5	5	5	5	5	5	4	5	4	3	3	4.45	
CO - 3	5	5	5	5	5	5	4	5	4	3	3	4.45	
CO - 4	5	5	5	5	5	5	4	5	4	3	3	4.45	
CO - 5	5	5	5	5	5	5	4	5	4	3	3	4.45	
<b>Overall Mean Score</b>												<b>4.45</b>	

**Result:** The score for this course is High

**Note:**

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

**Values Scaling:**

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

குடும்ப பின்னணியும் மகாத்மாவின் தொடக்கமும் - பிறப்பும் குழந்தைப் பருவமும் - கல்வியும் குடும்ப வாழ்வும் - கற்ற பாடங்கள் - இலண்டன் அனுபவங்கள்.

## அலகு 2

மகாத்மா உருவாகிறார் - தென்னாப்பிரிக்காவில் காந்தி - பாரிஸ்டரிலிருந்து மக்கள் தலைவராக - இன சமத்துவத்தை நோக்கி - குடும்ப வாழ்விலிருந்து ஆசிரம வாழ்வுக்கு - சத்தியாகிரகம் மற்றும் தீர்மானப்பணியின் தொடக்கம் - சத்திய பரிசோதனைகள்.

## அலகு 3

இந்திய விடுதலைப் போராட்டத்தின் தொடக்கம் - ஆரம்ப கால எதிர்ப்புகளும் 1857 எழுச்சியும் - இந்திய தேசிய காங்கிரஸின் 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.

Code: CCHYGT02

Hours: 1

Credit: 1

**COURSE OUTCOMES:**

CO. NO	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO- 1	Gain Knowledge on Mahatma Gandhi's Non - violence	PSO - 5	As
CO-2	Discuss the Policies of Mahatma Gandhi on Truth and Action	PSO - 5	An
CO-3	Analyse Sarvodaya and Antyodaya	PSO - 5	K
CO-4	Assess the values introduced through Brahmacharya and Aparigraha	PSO - 5	Ap
CO-5	Relate violence and Truth in our day today life with the teachings of Gandhiji	PSO - 2	Ap

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

		தாள் II - அகிம்சையும் சர்வோதயமும் - CCHYGT02										Hours: 1
Code: CCHYGT02												Credits: 1
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 2	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 3	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 4	5	5	5	5	5	5	4	5	4	3	3	4.45
CO - 5	5	5	5	5	5	5	4	5	4	3	3	4.45
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)**

<b>PO. NO.</b>	<b>UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO</b>
1.	Think critically, evaluate analytically and apply the expertise of their discipline 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)**

<b>PSO. NO.</b>	<b>UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO</b>	<b>PO MAPPED</b>
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 Outcome s	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	4	4	4	4	4	3	4	4	4	4	3.82
CO - 2	4	4	4	4	4	4	4	4	4	4	4	4
CO - 3	3	3	4	4	4	3	3	4	4	3	3	3.45
CO - 4	4	4	4	4	4	4	4	4	4	4	4	4
CO - 5	4	4	4	3	3	3	3	3	4	4	4	3.55
<b>Overall Mean Score</b>												<b>3.76</b>

**Result:** The score for this course is **3.76** (High Relationship)

**Note:**

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

**Values Scaling:**

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

Five Laws of Library Science - Extension services - Types of Library - Orientation to Library Staff and Students

## **UNIT II: INFORMATION SOURCES & SERVICES**

Information - Reference Service, Definition, Kinds - Kinds of Sources of Information - Standard Ready Reference Sources - Bibliography - Definition, Types - Abstract: APA style.

## **UNIT III: CLASSIFICATION THEORY**

Library classification - Definition, need and purposes - Colon Classification 6<sup>th</sup> Edition and Dewey Decimal Classification 20<sup>th</sup> Edition : General features.

## **UNIT IV: CATALOGUING THEORY**

Definition, objectives and functions of catalogue - Physical and inner forms of catalogue - OPAC

## **UNIT V: LIBRARY MANAGEMENT**

Principles of Management - Library Rules - Library routines (Selection, Acquisition, Technical processing) - Circulation Systems (Charging & Discharging), Automated charging system - Preservation of reading materials

## **UNIT VI: INFORMATION TECHNOLOGY**

Computer application to Library work - Internet: General features, Search engines - e-resources - E-Library / Digital Library - INFLIBNET N-List, SHODHSINDH



## PRACTICAL PAPER

**Code: 20GL1SDP1**

**Hours: 2**

**Credit: 1**

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Apply colon classification scheme in classifying the reading materials.	PSO - 2	Ap
CO - 2	Analyse the title according to Dewey Decimal Classification Scheme.	PSO - 2	An
CO - 3	Synthesis code for the book title according to colon Classification.	PSO - 5	S
CO - 4	Apply code for the book title according to Dewey Decimal Classification.	PSO - 2	Ap
CO - 5	Get practical approaches to search and download online resources.	PSO- 2	Ap

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

Code: 20GL1SDP1		PRACTICAL PAPER										Hours: 2
												Credit: 1
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	3	4	4	4	4	3	4	4	4	3	3.64
CO - 2	4	3	4	4	4	4	4	4	3	4	4	3.82
CO - 3	4	4	4	4	4	3	3	4	4	3	3	3.64
CO - 4	3	4	4	4	4	4	4	4	4	4	4	3.91
CO - 5	3	4	4	3	3	3	3	3	4	4	4	3.45
<b>Overall Mean Score</b>												<b>3.69</b>

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

#### Note:

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

#### Values Scaling:

Mean Score of Cos = $\frac{\text{Total of Values}}{\text{Total No. of Pos \& PSOs}}$	Mean Overall Score for Cos= $\frac{\text{Total of Mean Scores}}{\text{Total No. of Cos}}$
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Colon Classification -6<sup>th</sup> edition, Main Classes

1. Dewey Decimal Classification 20<sup>th</sup> edition - I, II & III Summary
2. Computer - Internet searching and to download information
3. INFLIBNET N-List - Searching process

**BOOKS FOR REFERENCE:**

1. Library Organisation and Decision Making - J. B.Sharma - Pointer Publishers, Jaipur - 2008
2. Library and Information Science - C.K. Sharma, Akhil Kumar Singh and Rakesh Kumar- Atlantic publishers & distributors (P) Ltd. - 2008
3. Reference Service - Mr. Krishan Kumar
4. Basics of Library and Information Science - K.T.Dilli, Vikas Publishing.
5. Preservation of Library, Archival and Digital Documents - L.S.Ramaiah & G. Sujatha - ESS ESS Publications, New Delhi - 2008
6. E-Libraries in Computer age - C.Praveen S ingh - Alfa publications, New Delhi - 2008
7. Colon Classification - S.R.Ranganathan - 6<sup>th</sup> Edition - Asia publishing house, New Delhi - 1960
8. Dewey Decimal Classification - Edited by John P Comaromi etc. - 20<sup>th</sup> Edition - Forest press, New York - 1989

### **EVALUATION METHOD**

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

### **QUESTION PATTERN**

#### **THEORY PAPER - EXTERNAL QUESTION PATTERN - 75 MARKS**

##### **Part - A**

Multiple Choice Questions

1 × 10 = 10 Marks

From all units

##### **Part - B**

Paragraph Questions - 4 out of 6

4 × 5 = 20 Marks

From all units

##### **Part - C**

Essay in 400 words - 3 out of 6

3 × 15 = 45 Marks

From all units

## DEPARTMENT OF HINDI

### PART I - HINDI - COURSE PATTERN (2020 - 2023)

Part	Sem.	Code	Title of the Paper	Hours	Credits
I	I	20GH1GS01	Paper - I - Prose, Short Story and Grammar - I	5	3
	II	20GH2GS02	Paper - II - Novel, One act Play, and Grammar - II	5	3
	III	20GH3GS03	Paper - III Poetry and History of Hindi Literature, Alankar	5	3
	IV	20GH4GS04	Paper IV - General Essay, Technical Hindi, Translation, and Letter Writing	5	3
		<b>Total</b>		<b>20</b>	<b>12</b>

### TESTING AND EVALUATION

Course	Continuous Internal Assessment	Semester Examination
Hindi	25%	75%

#### Continuous Internal Assessment Component (CIA)

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

#### CONTINUOUS INTERNAL ASSESSMENT COMPONENT (CIA)

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

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

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**

### **PART - A**

10 Questions  $\times$  1Mark = 10 Marks

(Two Questions from each Unit)

### **PART - B**

5 Questions  $\times$  5 Marks = 25 Marks

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

### **PART - C**

4 Questions  $\times$  10 Marks = 40 Marks (4 Questions out of 6)

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

## **INTERNAL QUESTION PATTERN**

### **PART - A**

10 Questions  $\times$  1Mark =10 Marks

### **PART - B**

2 Questions  $\times$  5 Marks = 10 Marks

(Internal Choice)

### **PART - C**

2 Questions  $\times$  10 Marks = 20 Marks (2 Questions out of 3)

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

## **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

**JAYARAJ ANNAPACKIAM COLLEGE EXTENSION PROGRAMME (JACEP)****U.G. PROGRAMME OUTCOMES (2020 - 2023)**

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

**PROGRAM SPECIFIC OUTCOMES (PSO)**

<b>PSO NO.</b>	<b>UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO</b>	<b>PO MAPPED</b>
PSO - 1	Understand and identify the needs of the community	PO1, PO3
PSO - 2	Develop among themselves a sense of social and civic responsibility.	PO2, PO3, PO4, PO6
PSO - 3	Apply their education in finding practical solution to individual and community problems.	PO1, PO3, PO4, PO6
PSO - 4	Acquire leadership qualities and democratic attitude.	PO2, PO3, PO5
PSO - 5	Develop capacity to meet emergencies and national disasters and practice national integration and social harmony	PO3, PO4, PO5

## JACEP EXTENSION

**Semester: IV & V**

**Hours: 70**

**Code : 20SLPEX01**

**Credits: 2\***

### COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Identify the villagers strength and weaknesses.	PSO - 1, PSO - 2, PSO - 5	An
CO - 2	Import of the knowledge of social problems to gain practical experience in life.	PSO - 2, PSO - 4	Ap
CO - 3	Develop the concern for the voiceless and faceless.	PSO - 3, PSO - 5	S, Ap
CO - 4	Get awareness on Government programmes.	PSO - 2, PSO - 3, PSO - 4	C, K, Ap
CO - 5	Equip the trainees with traditional and modern skills to raise their level of income.	PSO - 1, PSO - 2, PSO - 5	An, Ap, K

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

Semester: IV & V		JACEP EXTENSION										Hours: 70
Code : 20SLPEX01												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: EDUCATION**

Counselling the parents to admit the School dropouts - Literacy Programmes - Non-formal Education School supporting Programmes - awareness through street plays & dramas - introducing puzzle and riddles in mathematics - hands on training to students in the field of computer.

### **UNIT II: APPLICATION OF KNOWLEDGE**

Special Skill Trainings for self employment - based on the discipline - the target group is given special trainings by the student community.

### **UNIT III: ENVIRONMENT**

Tree plantation - environmental education - sanitation - soil erosion awareness - land & water pollution awareness - environmental problem awareness - effects of synthetic fertilizers - awareness campaign to educate the villagers to protect the environment.

### **UNIT IV: HEALTHY & HYGIENCE:**

Organizing medical camp - survey on health problems - films on health and hygiene -population education - health education on communicable diseases - education on various fields like AIDS - syphilis - covid - dengue - malaria.

### **UNIT V: PEOPLE ORGANIZATION & LIAISON:**

Organizing youth - farmers and self help groups - educate them to function democratically - celebrating important festivals - leadership trainings for youth - giving information on welfare schemes - Village development plan has been drawn with the assistance of various government departments - financial institutions - non-governmental agencies - local bodies to ensure integrated development of the villages.

### **SCHEME OF EVALUATION**

<b><i>Continuous Internal Assessment</i></b>		
<b><i>1.</i></b>	<b><i>Attendance - 70 hours</i></b>	<b><i>10 Marks</i></b>
<b><i>2.</i></b>	<b><i>Field Visit &amp; Report</i></b>	<b><i>50 Marks</i></b>
<b><i>3.</i></b>	<b><i>Assignment</i></b>	<b><i>40 Marks</i></b>
<b><i>Total</i></b>		<b><i>100 Marks</i></b>