

JAYARAJ ANNAPACKIAM COLLEGE FOR WOMEN (AUTONOMOUS)

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

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



BUSINESS ADMINISTRATION (2023-2026)

DEPARTMENT OF BUSINESS ADMINISTRATION

U.G. PROGRAMME OUTCOMES (2023 - 2026)

PO. NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO
1.	Gain theoretical knowledge and apply the expertise in different fields.
2.	Acquire Industry specific skills and can emerge as entrepreneurs.
3.	Develop critical and rational thinking to solve societal issues.
4.	Explore the knowledge and acclimatize it in the ever-changing work environment.
5.	Evolve theories and develop innovative discipline specific ideas.
6.	Comprehend the nuances and develop innovative, discipline-specific ideas.

U.G. PROGRAMME SPECIFIC OUTCOMES (PSO)

PSO. NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO	PO MAPPED
1.	Gain knowledge about various functional areas of management.	PO - 1 PO - 5
2.	Equip themselves to become an entrepreneur by way of industrial visit and in plant Training.	PO - 2
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 - 6

UG COURSE PATTERN - 2023 - 2026 (UGC/ TANSCH/ MTU)-Arts

Sem.	Part	Code	Title of the Course	Hours	Credit
I	I	23GT1GS01/ 23GH1GS01	Tamil - I / Hindi - I	6	3
	II	23GE1GS01	English - I	4	3
	III	23BB1MC01	Principles of Management	6	5
	III	23BB1MC02	Accounting for Managers - I	5	4
	III	23BB1AC1A/ 23BB1AC1B	Managerial Economics Introduction to Indian Economy	5	4
	IV	23AE1PE01	Ability Enhancement Course (AEC)- 1 (Soft Skill -1): Professional English #	2	2
	IV	23BB1FC01	Foundation Course: Basic Managerial Skills #	2	2
	V	23STPNS01/ 23STPNC01/ 23STPPE01/ 23STPCC01/ 23STPRR01/ 23STPRC01	Students Training Programme: National Service Scheme/ National Cadet Corps/ Physical Education/ Consumer Club/ Red Ribbon Club/ Youth Red Cross	-	-
			Total	30	23
II	I	23GT2GS02/ 23GH2GS02	Tamil - II / Hindi - II	6	3
	II	23GE2GS02	English - II	4	3
	III	23BB2MC03	Business Communication	6	5
	III	23BB2MC04	Accounting for Managers - II	5	4
	III	23BB2AC2A/ 23BB2AC2B	International Trade Business Economics	5	4
	IV	23AE2VE02	Ability Enhancement Course (AEC)- 2: Sustainability Life Skills #	2	2
	IV	23SE2CE02	Skill Enhancement Course (SEC)- 1: Effective English #	2	2
II	V	23STPNS01/ 23TPNC01/ 23STPPE01/ 23STPCC01/ 23STPRR01/ 23STPRC01	Students Training Programme: National Service Scheme/ National Cadet Corps/ Physical Education/ Consumer Club/ Red Ribbon Club/ Youth Red Cross	-	-
			Total	30	23

Sem.	Part	Code	Title of the Course	Hours	Credit
III	I	23GT3GS03/ 23GH3GS03	Tamil - III / Hindi - III	6	3
	II	23GE3GS03	English - III	4	3
	III	23BB3MC05	Marketing Management	5	4
	III	23BB3MC06	Organizational Behaviour	5	4
	III	23BB3AC3A/ 23BB3AC3B	Business Statistics / Operations Research	5	4
	IV	23SE3BB03	Skill Enhancement Course (SEC)- 2 (Hands on Training) Entrepreneurial skill and New Venture Management #	1	1
		23BB3GE01/ 23GE3NC01	GE-1: Computer Applications in Business – Lab # / National Integration and Personality Development	2	2
		23AE3ES03	Ability Enhancement Course (AEC)- 3 Environmental studies #	2	2
	V	23STPNS01/ 23STPNC01/ 23STPPE01/ 23STPCC01/ 23STPRR01/ 23STPRC01	Students Training Programme: National Service Scheme/ National Cadet Corps/ Physical Education/ Consumer Club/ Red Ribbon Club/ Youth Red Cross	-	-
			Total	30	23
IV	I	23GT4GS04/ 23GH4GS04	Tamil - IV / Hindi - IV	6	3
	II	23GE4GS04	English - IV	4	3
	III	23BB4MC07	Human Resource Management	5	5
	III	23BB4MC08	Business Regulatory Frame work	4	4
	III	23BB4AC4A/ 23BB4AC4B	Financial Management/ Business Mathematics	5	4
	IV	23SE4OA4C	Skill Enhancement Course (SEC)- 3 Office Fundamentals – Lab #	3	2
		24BB4GE02/ 24GE4NC02	GE-2: Tally – Lab # / Organization and Health Programme in NCC	2	2
		23AE4CB04	Ability Enhancement Course (AEC)- 4 Capacity Building #	1	1
	V	23STPNS01/ 23STPNC01/ 23STPPE01/ 23STPCC01/ 23STPRR01/ 23STPRC01	Students Training Programme: National Service Scheme/ National Cadet Corps/ Physical Education/ Consumer Club/ Red Ribbon Club/ Youth Red Cross	-	1*
			Total	30	24+1*

Sem.	Part	Code	Title of the Course	Hours	Credit
V	III	23BB5MC09	Operations Management	6	5
	III	23BB5MC10	Advertising Management and sales Promotion	6	5
	III	23BB5MC11	Research Methodology	5	3
	III	23BB5MC12	Financial Services	5	3
	III	23BB5DE1A/ 23BB5DE1B/ 23BB5DE1C	Discipline Specific Elective - 1 Digital Marketing/ Rural Marketing / Logistics and Supply Chain Management/	4	3
		23BB5DE2A/ 23BB5DE2B/ 23BB5DE2C	Discipline Specific Elective - 2 Industrial Relations/ Retail Marketing/ Strategic Management	4	3
	IV	23BB5IN01/ 23BB5IT01	Internship/ Industrial Training (Carried out in II Year Summer Vacation) (30 Hours) / At least 6 Days (IV SEM) #	-	2
	V	23SLPEX01	Service-Learning Programme Extension JACEP	-	-
			Total	30	24
VI	III	23BB6MC13	Material Management	5	4
	III	23BB6MC14	Services Marketing	5	4
	III	23BB6MC15	Business Taxation	5	4
	III	23BB6MC16	Security Analysis and Portfolio Management	4	3
	III	23BB6PR01	Project*	4	3
	III	23BB6DE3A/ 23BB6DE3B/ 23BB6DE3C	Discipline Specific Elective - 3 Consumer Behaviour/ Management Information System/ International Business	3	2
	IV	23SE6BB04	Skill Enhancement Course (SEC)- 4 (Domain Specific Skill Courses) E-Business	4	2
	V	23BB6SS01/ 23BB6SS02/ 23BB6SS03/ 23BB6SS04/ 23BB6SM01	Self-Study Course: Personality Enrichment/ Investment Management/ Business Environment/ Training and Development/ MOOCs	-	2*
	V	23SLPEX01	Service-Learning Programme Extension JACEP	-	1
			Total	30	23+2*
			Total	180	140+3*

* Extra Credits - Self Study Course, MOOCs

* Group Project

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate

SKILL DEVELOPMENT PROGRAMME (SDP) (CERTIFICATE COURSE)

Code	Title of the Course	Hours	Credit
23BB1SD01/ 23BB1SD02/ 23BB1SD03	Basics of Event Management Money & Banking/ Portfolio Management/	60	2

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

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

CONTINUOUS INTERNAL ASSESSMENT COMPONENT (CIA) - 2023-2026 - UG

CIA Practical components can be decided by the respective Departments.

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

Theory:

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

PRACTICAL:

Continuous Internal Assessment (CIA) - 40 Marks

External Practical Exam - 60 Marks

PROJECT WORK (UG)

The ratio of marks for Internal and External Examination is 50:50. The Internal Components of Project Work are given below:

THE INTERNAL COMPONENTS OF PROJECT

Components	Marks
First Review	10
Second Review	10
Final Review (Internal Viva Voce)	30
Total	50

EXTERNAL VALUATION OF PROJECT WORK

Components	Marks
Project Report	25
External Viva Voce	25
Total	50

INTERNSHIP (UG)

Components	Marks
Internal	50 Marks
External	50 Marks
Total	100 Marks

INTERNAL COMPONENTS:

Components	Marks
Report Submission	25 Marks
Presentation and viva (internal)	25 Marks
External (Awarded by the Respective Guide / Intern site)	50 Marks

PASSING MINIMUM FOR EXTERNAL SEMESTER EXAMINATION -UG

Semester Examination		
Theory	40% out of 75 Marks (i.e. 30 Marks)	40% out of 100 Marks (i.e. 40 Marks)
Practical	40% out of 60 Marks (i.e. 24 Marks)	

INTERNAL QUESTION PATTERN - UG (2023-2026)

Max. Marks - 40

Duration - 2 Hours

Section	Bloom's level	Course Outcome	Questions
A MCQs (10×1=10)	K1	CO1	1.
		CO1	2.
		CO1	3.
		CO1	4.
		CO1	5.
		CO1	6.
		CO1	7.
		CO1	8.
		CO1	9.
		CO1	10.
B Answer all the Questions (2×5=10)	K2	CO2	11. a) (or) 11. b)
	K3	CO3	12. a) (or) 12. b)
C Answer all the questions (2×10=20)	K4	CO4	13. a) (or) 13. b)
	K5	CO5	14. a) (or) 14. b)

INTERNAL QUESTION PATTERN (Fully Internal Papers) - UG (2023-2026)**Max. Marks - 40****Duration - $1\frac{1}{2}$ Hours**

Section	Bloom's level	Course Outcome	Questions
A MCQs (10×1=10)	K1	CO1	1.
		CO1	2.
		CO1	3.
		CO1	4.
		CO1	5.
		CO1	6.
		CO1	7.
		CO1	8.
		CO1	9.
		CO1	10.
B Answer all the Questions (2×5=10)	K2	CO2	11. a) (or) 11. b)
	K3	CO3	12. a) (or) 12. b)
	K4	CO4	13. a) (or) 13. b)
	K5	CO5	14. a) (or) 14. b)

UG - EXTERNAL QUESTION PATTERN

For Credits 5 and above

Sections	Bloom's level	Course Outcome	Questions
A MCQs 15×1=15	K1	CO1	1
			2
			3
			4
			5
			6
			7
			8
			9
			10
			11
			12
			13
			14
			15
B Answer All the Questions 5×2=10	K2	CO2	16
			17
			18
			19
			20
C Answer ALL the Questions 5×5=25	K1	CO1	21. a)
			Or
			21. b)
	K2	CO2	22. a)
			Or
			22. b)
	K3	CO3	23. a)
			Or
			23. b)
	K4	CO4	24. a)
			Or
			24. b)
	K5	CO5	25. a)
			Or
			25. b)

D Answer All the Questions 5×10=50	K1	CO1	26. a)
			Or
			26. b)
	K2	CO2	27. a)
			Or
			27. b)
	K3	CO3	28. a)
			Or
			28. b)
	K4	CO4	29. a)
			Or
			29. b)
	K5	CO5	30. a)
			Or
			30. b)

UG - EXTERNAL QUESTION PATTERN

For Below 5Credits

Sections	Bloom's level	Course Outcome	Questions
A MCQs 15×1=15	K1	CO1	1
			2
			3
			4
			5
			6
			7
			8
			9
			10
			11
			12
			13
			14
			15
B Answer ALL the Questions 5×6=30	K1	CO1	16. a)
			Or
			16. b)
	K2	CO2	17. a)
			Or
			17. b)
	K3	CO3	18. a)
			Or
			18. b)
	K4	CO4	19. a)
			Or
			19. b)
	K5	CO5	20. a)
			Or
			20. b)
C Answer All the Questions 3×10=30	K2	CO2	21. a)
			Or
			21. b)
	K3	CO3	22. a)
			Or
			22. b)
	K4	CO4	23. a)
			Or
			23. b)

பொதுத்தமிழ் - 1 (பிற துறை மாணவிகளுக்கு மட்டும்)

பருவம்: ஒன்று

நேரம்: 6

குறியீடு: 23GT1GS01

புள்ளி: 3

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	பாரதியார் காலந்தொட்டு தற்காலப் புதுக்கவிதைகள் வரை கவிதை இலக்கியம் அறிமுகப்படுத்தப்படுவதால் படைப்பாற்றல் திறன் அறிந்து கொள்வர்.	PSO-1	K1
CO - 2	புதுக்கவிதை வரலாற்றினை புரிந்து கொள்வார்.	PSO-5	K2
CO - 3	இக்கால இலக்கிய வகையினைக் கற்பதன் மூலம் படைப்பாக்கத் திறனைப் பெறுவர்.	PSO-2	K3
CO - 4	இக்கால இலக்கிய மொழியறிவோடு சிந்தனைத் திறன் அடையும் ஆற்றலை உணர்வர்.	PSO-3	K4
CO - 5	நவீன இலக்கிய உத்திகளைப் பயன்படுத்தி தமிழ் மொழியைப் பிழையின்றி எழுதவும், புதிய கலைச்சொற்களை உருவாக்கும் திறன் பெறுவர்.	PSO-4	K5

K1- நினைவு கூர்தல் K2-புரிதல், K3- பயன்படுத்துதல், K4 - பகுத்தல், K5 - மதிப்பீடு

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

Semester: I		பொதுத்தமிழ் - 1 (பிற துறை மாணவிகளுக்கு மட்டும்)										Hours: 6
Code : 23GT1GS01												Credit: 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	5	2	3	3	3	5	3	2	3	3	3.18
CO - 2	4	3	3	5	3	3	3	3	3	4	5	3.55
CO - 3	3	4	3	3	5	5	4	5	3	3	3	3.73
CO - 4	3	4	5	3	3	3	4	3	5	3	3	3.55
CO - 5	5	3	3	3	3	3	3	3	3	5	3	3.36
Overall Mean Score												3.47

Result: The score for this course is **3.47** (High Relationship)

Note:

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

Values Scaling:

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

- | | | |
|-------------------|---|--|
| 1. பெ. சுந்தரனார் | - | தமிழ்த் தெய்வ வணக்கம் |
| 2. பாரதிதாசன் | - | சிறுத்தையே வெளியில் வா |
| 3. கவிமணி | - | புத்தரும் சிறுவனும் |
| 4. முடியரசன் | - | மொழி உணர்ச்சி |
| 5. கண்ணதாசன் | - | ஆட்டனத்தி ஆதிமந்தி (ஆதிமந்தி புலம்பல்) |
| 6. சுரதா | - | துறைமுகம் |
| 7. தமிழ் ஒளி | - | கடல் |

18 Hours**அலகு 2: புதுக்கவிதை**

- | | | |
|-----------------------|---|--|
| 1. அப்துல் ரகுமான் | - | வீட்டுக்கொரு மரம் வளர்ப்போம் |
| 2. ஈரோடு தமிழன்பன் | - | ஒரு வண்டி சென்ரியூ கவிதைகள் -
(ஐந்து மட்டும்) |
| 3. வைரமுத்து | - | வேறென்ன வேண்டும் |
| 4. மு. மேத்தா | - | வாழைமரத்தின் சபதம் |
| 5. அறிவுமதி | - | வள்ளுவம் பத்து |
| 6. நா. முத்துக்குமார் | - | ஆனந்த யாழை மீடுகிறாய் |
| 7. சுகிர்தராணி | - | சபிக்கப்பட்ட முத்தம் |
| 8. இளம்பிறை | - | நீ எழுத மறுக்கும் எனது அழகு |

18 Hours**அலகு 3: சிறுகதைகள்**

- | | | |
|------------------------|---|---|
| 1. ஜெயகாந்தன் | - | வாய்ச்சொற்கள் |
| 2. புதுமைப்பித்தன் | - | கடிதம் |
| 3. உமா மகேஸ்வரி | - | கரு |
| 4. தி. ஜானகிராமன் | - | முள்முடி |
| 5. விழி பா. இதயவேந்தன் | - | சிதறல்கள் |
| 6. சு. சமுத்திரம் | - | காகிதஉறவு |
| 7. அம்பை | - | வீட்டின் மூலையில் சமையல் அறை |
| 8. மலையாளச் சிறுகதைகள் | - | செப்புமொழிபதினெட்டுடையாள் - (மொழிபெயர்ப்புக்
கதை) தந்தையும் மகனும் |

18 Hours**அலகு 4: பாடம் சார்ந்த இலக்கிய வரலாறு****18 Hours****அலகு 5: மொழித்திறன் போட்டித் தேர்வு**

1. பொருள் பொதிந்த சொற்றொடர் அமைத்தல்
2. ஓர் எழுத்து ஒரு மொழி
3. வேற்றுமை - உருபுகள்
4. திணை, பால், எண், இடம்
5. கலைச்சொல்லாக்கம், மொழிபெயர்ப்பு

18 Hours

(குறிப்பு: அலகு 4, 5 ஆகியன போட்டித் தேர்வு நோக்கில் நடத்தப்பட வேண்டும்)

பாட நூல்கள்

1. தமிழ்த்துறை வெளியீடு (தொகுப்பு) - பொதுத்தமிழ் - 1
ஜெயராஜ் அன்னபாக்கியம் மகளிர் கல்லூரி
(தன்னாட்சி), பெரியகுளம்.
2. முனைவர் சி. பாலசுப்பிரமணியன் - தமிழ் இலக்கிய வாலாறு,
பாவை பப்ளிகேஷன்ஸ், சென்னை - 60
இரண்டாம் பதிப்பு - 2016.

பார்வை நூல்கள்:

1. பெ. சுந்தரனார் - மனோன்மனியம்
நியூ செஞ்சுரி புக் ஹவுஸ்
சென்னை.
2. முடியரசன் - முடியரசன் கவிதைகள்,
பாரிநிலையம்,
சென்னை.
3. பாரதிதாசன் - பாரதிதாசன் கவிதைகள்,
மணிவாசகர் பதிப்பகம்,
சென்னை
4. கவிமணி - ஆசிய ஜோதி
பாவை பப்ளிகேஷன்ஸ்
சென்னை.
5. கண்ணதாசன் கவிதைகள் - ஆட்டனத்தி ஆதிமந்தி
வானதி பதிப்பகம்,
சென்னை.
6. வைரமுத்து - வைரமுத்து கவிதைகள்
திருமகள் நிலையம்,
சென்னை.
7. மு. மேத்தா - மு. மேத்தா கவிதைகள்,
கவிதா வெளியீடு,
சென்னை.
8. கவிஞர் சிற்பி - சிற்பியின் கவிதை வானம்,
மணிவாசகர் பதிப்பகம்,
சென்னை.
9. நா. முத்துக்குமார் - ஆனந்த யாழை மீட்டுகிறாய்
இணையவழி தகவல் திரட்டு
10. சுகிர்தாராணி - சபிக்கப்பட்ட முத்தம்
இணையவழி தகவல் திரட்டு

- | | |
|---|--|
| 11. ஜெயகாந்தன் | - ஜெயகாந்தன் சிறுகதைகள்,
கவிதா பப்ளிகேஷன்ஸ்,
சென்னை. |
| 12. ச. சுபாஷ் சந்திரபோஸ்
(தொகுப்பாசிரியர்) | - புதுமைப்பித்தன் சிறுகதைகள்,
பாவை பப்ளிகேஷன்ஸ்,
சென்னை. |
| 13. தி. ஜானகிராமன் | - தி. ஜானகிராமன் படைப்புகள்,
ஐந்திணைப் பதிப்பகம்,
சென்னை. |
| 14. சு. சமுத்திரம் | - சு. சமுத்திரம் கதைகள்,
ராஜராஜன் பதிப்பகம்,
சென்னை. |
| 15. தமிழாக்கம் கோ. பிச்சை | - செப்புமொழி பதினெட்டுடையாள்,
நியூசெஞ்சுரி புக் ஹவுஸ்,
சென்னை. |
| 16. சி. பாலசுப்பிரமணியன், | - தமிழ் இலக்கிய வரலாறு
பாவை பப்ளிகேஷன்ஸ், சென்னை - 600 014. |
| 17. புலவர் குழந்தை | - மாணவர் அடிப்படைத் தமிழ் இலக்கணம்,
சாரதா பதிப்பகம்,
சென்னை - 600 014. |
| 18. எ.பி. பாக்கியமேரி | - வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு
நியூசெஞ்சுரி புக் ஹவுஸ், சென்னை. |

PART I - HINDI - COURSE PATTERN (2023 - 2026)

Part	Sem.	Code	Title of the Paper	Hours/ Week	Credit
I	I	23GH1GS01	Paper - I - Prose, Short Story and Grammar - I	5	3
	II	23GH2GS02	Novel, One act Play, and Grammar - II	5	3
	III	23GH3GS03	Poetry and History of Hindi Literature, Alankar	5	3
	IV	23GH4GS04	General Essay, Technical Hindi, Translation, and Letter Writing	5	3
Total				20	12

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate **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	
Total	100	25

CONTINUOUS INTERNAL ASSESSMENT COMPONENT (CIA)

CIA components for Practical can be decided by the respective Departments.
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 EXTERNAL SEMESTER EXAMINATION –UG

Semester Examination		
Theory	40% out of 75 Marks (i.e. 30 Marks)	40% out of 100 Marks (i.e. 40 Marks)
Practical	40% out of 60 Marks (i.e. 24 Marks)	

PAPER I - PROSE, SHORT STORY AND GRAMMAR - I

Semester: I

Hours: 5

Code : 23GH1GS01

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

COMMUNICATIVE ENGLISH - I

Semester: I

Hours: 4

Code : 23GE1GS01

Credit: 3

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Discover a fair degree of competence in self-expression in both writing and speaking	PSO-5	K1
CO - 2	Comprehend by reading texts	PSO-2	K2
CO - 3	Articulate academic resources	PSO-4	K3
CO - 4	Focus on independent learning	PSO-3	K4
CO - 5	Estimate critical and analytical thinking	PO-1	K5

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

Semester: I		COMMUNICATIVE ENGLISH - I										Hours: 4
Code : 23GE1GS01												Credit: 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	3	3	3	5	4	3	3	3	5	3.73
CO - 2	4	3	3	5	4	3	4	5	3	4	3	3.73
CO - 3	4	3	3	3	5	3	4	3	3	5	3	3.55
CO - 4	3	3	5	3	4	3	3	3	5	4	3	3.55
CO - 5	5	3	4	3	4	3	5	3	4	4	3	3.73
Overall Mean Score												3.65

Result: The score for this course is **3.65** (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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UNIT I**12 Hours**

1. Listening and Speaking
 - a. Introducing self and others
 - b. Listening for 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, encyclopaedias, thesaurus

UNIT II**12 Hours**

1. Listening and Speaking
 - a. Listening with a Purpose
 - b. Effective Listening
 - c. Tonal Variation
 - d. Listening for specific information
 - e. Asking for Information
 - f. Giving Information
2. Reading and Writing
 - a. Types of Reading: Extensive and Intensive Reading
 - b. Reading a Prose Passage
 - c. Reading a Poem
 - d. Reading a Short Story
3. 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

4. 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

UNIT III

12 Hours

1. Listening and Speaking

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

2. Reading and writing

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

UNIT IV

12 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

UNIT V

12 Hours

1. Grammar in Context

Naming and Describing

- a. Nouns and Pronouns
- b. Adjectives

Involving Action- I

- a. Verbs
- b. Concord

Involving Action- II

- a. Verbal- Gerund, Participle, Infinitive
- b. Modals

Tense

- a. Present
- b. Past
- c. Future

COURSE BOOKS:

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

BOOKS FOR REFERENCE

1. Kumar, Manoj. *English Communication: Theory and Practice*. Scholar .Tech Press, 2018.
2. Nachmuthu, Cambridge. *Advanced Communication English*. Cambridge Publishers, 2011.

WEB SOURCES

1. <https://www.youtube.com/watch?v=Y94s85-Crew>
2. <https://www.esolcourses.com/content/topicsmenu/listening.html>
3. <https://www.ox.ac.uk/students/academic/guidance/skills/plagiarism?wssl=>

PRINCIPLES OF MANAGEMENT

Semester: I

Hours: 6

Code : 23BB1MC01

Credit: 5

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Describe nature, scope, role, levels, functions and approaches of management	PSO-1	K1
CO-2	Understand planning and decision making in management	PSO-5	K2
CO-3	Apply organization structure and various organizing techniques	PSO-3	K3
CO-4	Illustrate Direction, Co-ordination & Control mechanisms	PSO-4	K4
CO-5	Reframe ethical practices of organisation.	PSO-2	K5

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

Semester: I		PRINCIPLES OF MANAGEMENT										Hours: 6
Code : 23BB1MC01												Credit: 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	4	3	5	3	5	4	3	4	3	3.91
CO-2	3	3	3	3	3	5	3	3	3	3	5	3.36
CO-3	3	3	3	5	3	3	3	3	5	3	3	3.36
CO-4	3	4	5	3	3	3	3	4	3	5	3	3.55
CO-5	3	5	3	4	3	4	3	5	4	3	4	3.73
Overall Mean Score												3.58

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

Note:

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

Values Scaling:

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

Management: Importance - Definition - Nature and Scope of Management - Function of Management - Process - Role and Functions of a Manager - Levels of Management - Henry Fayol's 14 Principles of Management - Development of Scientific Management and other Schools of thought and approaches.

(18 Hours)

UNIT II

Planning: Nature - Importance - Forms - Types - Steps in Planning - Forecasting - Objectives - Policies - Procedures and Methods - Natures and Types of Policies - Decision - making - Process of Decision making - Types of Decision. **(18 Hours)**

UNIT III

Organizing: Types of Organizations - Organization Structure - Formal and Informal Organization - Span of Control and Committees - Departmentalization - Authority - Delegation - Decentralization - Difference between Authority and Power - Responsibility. **(18 Hours)**

UNIT IV

Staffing and Direction: Elements of Staffing - Process - Functions of Staffing - Nature and Purpose in Direction. Co-ordination - Need, Type and Techniques and requisites for excellent Co-ordination - Controlling - Meaning and Importance - Control Process - requirements of effective control system - Techniques of control. **(18 Hours)**

UNIT V

Business ethics: Meaning - Definition - Need for Business Ethics - Principles- Regulations: Factors affecting Business Ethics - Benefits - Business Ethics in India.

(18 Hours)

COURSE BOOK:

- ❖ T. Ramasamy: Principles of Management, Himalaya Publishing House, 8th Edition: 2017.

BOOKS FOR REFERENCE:

1. Dr. C.B. Gupta; Principles of Management, Sultan Chand & Sons, 3rd Edition.
2. L.M. Prasad; Principles & Practice of Management, Sultan Chand & Sons, 8th Edition.
3. Stephen P. Robbins & Mary Coulter; Management, Pearson Education, 13th Edition, 2017.
4. P.C. Tripathi & P.N Reddy; Principles of Management, Sultan Chand & Sons, 6th Edition, 2017.
5. Harold Koontz, Hienz Weihrich, A Ramachandra Aryasri; Principles of Management, McGraw Hill, 2nd edition, 2015.

WEB RESOURCES

- 1 <https://www.toolshero.com/management/14-principles-of-management>
- 2 <https://open.umn.edu/opentextbooks/textbooks/693>
- 3 <https://open.umn.edu/opentextbooks/textbooks/34>
- 4 <https://openstax.org/subjects/business>
- 5 <https://blog.hubspot.com/marketing/management-principles>

ACCOUNTING FOR MANAGERS - I

Semester: I

Hours: 5

Code : 23BB1MC02

Credit: 4

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Identify Journal, ledger, trial balance and cash book	PSO-1	K1
CO-2	Classify errors and making rectification entries	PSO-2	K2
CO-3	Solve final accounts with adjustments	PSO-3	K3
CO-4	Relate Depreciation entries and prepare depreciation accounts	PSO-5	K4
CO-5	Reframe single and double entry system of accounting.	PSO-4	K5

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

Semester: I		ACCOUNTING FOR MANAGERS - I										Hours: 5
Code : 23BB1MC02												Credit: 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	3	3	5	3	5	3	3	3	3	3.55
CO-2	3	5	3	4	3	3	3	5	4	3	3	3.55
CO-3	4	4	3	5	4	3	4	4	5	3	3	3.82
CO-4	3	3	4	3	3	5	3	3	3	4	5	3.55
CO-5	3	3	5	3	3	3	3	3	3	5	3	3.36
Overall Mean Score												3.57

Result: The score for this course is **3.57** (High Relationship)

Note:

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

Values Scaling:

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

Meaning and scope of Accounting, Basic Accounting Concepts and Conventions - Objectives of Accounting - Accounting Transactions - Double Entry Book Keeping - Journal, Ledger, Preparation of Trial Balance. **(15 Hours)**

UNIT II

Subsidiary book - Meaning - Types - Preparation of cash Book - Bank reconciliation statement - rectification of errors - Suspense account. **(15 Hours)**

UNIT III

Preparation of Final Accounts - Adjustments - Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital, Abnormal loss, managerial remuneration. **(15 Hours)**

UNIT IV

Depreciation - Meaning, Objectives, Causes, Types - Straight Line Method - Written Down Value Method. Differentiation between Straight Line Method and Written Down Value method. **(15 Hours)**

UNIT V

Single Entry - Meaning, Features, Defects, Differences between Single Entry and Double Entry System- Methods of Single-Entry System - Net Worth Method - Conversion Method (Basic Problems). **(15 Hours)**

COURSE BOOK:

❖ Thotheadri & Nafeesa, Financial Accounting -Mc Graw Hill, 2017.

BOOKS FOR REFERENCE:

1. Dr. S.A.N. Shazuli Ibrahim, Financial Accounting -I, Pass Publications, 2021.
2. SN Maheswari; Financial Accounting - Vikas Publishing House, Jan 2018.
3. M N Arora; Accounting for Management- Himalaya Publications House 2019.
4. T. Horngren Charles, L. Sundern Gary, A. Elliott John; Introduction to Financial Accounting, Pearson Publications Oct 2017.
5. S.P. Jain, K. L. Narang, Simmi Aggrawal, Monika Sehgal Fundamentals of Accounting, 2019, Kalyani Publication.

WEB RESOURCES

1. <https://ebooks.lpude.in/management/mba/term 1/DMGT403 accounting for managers.pdf>
2. <https://www.drnishikantjha.com/booksCollection/Accounting%20for%20Management%20for%20MBA%20.pdf>
3. <https://www.accountingtools.com/articles/2017/5/15/basic-accounting-principles>
4. https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system
5. <https://www.profitbooks.net/what-is-depreciation>

NOTE: 40% Theory oriented questions, 60% problem-oriented questions.

MANAGERIAL ECONOMICS

Semester: I

Hours: 5

Code : 23BB1AC1A

Credit: 4

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Develop an understanding of the applications of managerial economics and apply the economic principles to managerial decisions	PSO-2	K1
CO-2	Analyze the economic information and develop solutions to economic problems.	PSO-3	K2
CO-3	Interpret and use data to analyze the economic conditions of the nation.	PSO-5	K3
CO-4	Develop innovative leadership and understand the significance of teamwork.	PSO-4	K4
CO-5	Understand the choices made by rational consumers and describe how changes in demand and supply affect markets.	PSO-1	K5

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

Semester: I		MANAGERIAL ECONOMICS										Hours: 5
Code : 23BB1AC1A												Credit: 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	5	3	3	3	4	3	5	3	3	4	3.55
CO-2	3	4	3	5	3	3	3	4	5	3	3	3.55
CO-3	3	3	4	3	3	5	3	3	3	4	5	3.55
CO-4	4	3	5	3	4	4	4	3	3	5	4	3.82
CO-5	5	3	3	4	5	4	5	3	4	3	4	3.91
Overall Mean Score												3.68

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

Note:

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

Values Scaling:

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

Nature and scope of managerial economics - definition of economics - important concepts of economics - relationship between micro, macro and managerial economics - nature and scope - objectives of firm. **(15 Hours)**

UNIT II

Demand analysis - Theory of consumer behavior - Marginal utility analysis - indifference curve analysis Meaning of demand - Law of demand - Types of demand-Determinants of demand. **(15 Hours)**

UNIT III

Production and cost analysis - Production - Factors of production - production function - Concept - Law of variable proportion - Law of return to scale and economics of scale - cost analysis - Different cost concepts - Cost output relationship short run and long run - Revenue curves of firms. **(15 Hours)**

UNIT IV

Pricing methods and strategies - Objectives - Factors - General consideration of pricing - methods of pricing - Dual pricing - Price discrimination. **(15 Hours)**

UNIT V

Market classification - Perfect competition - Monopoly - Monopolistic competition - Duopoly - Oligopoly. **(15 Hours)**

COURSE BOOK:

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

BOOKS FOR REFERENCE:

1. Dr. S. Sankaran; Managerial Economics; Margham Publication, Chennai, 2019.
2. Thomas and Maurice; Managerial Economics: Foundations of Business Analysis and Strategy, McGraw Hill Education, 10 editions, 2017.
3. D N Dwivedi; Managerial Economics: Vikas Publishing House, 8 th edition, 2015.
4. H L Ahuja; Managerial Economics, S. Chand, 9th Edition, 2017.
5. Dominick Salvatore; Managerial Economics: Principles and Worldwide Applications, Oxford University Press, Eighth edition, 2016

WEB RESOURCES

1. <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597>
2. <http://www.simplynotes.in/e-notes/mbabba/managerial-economics>
3. <https://businessjargons.com/determinants-of-elasticity-of-demand.html>
4. <http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of- returns-to-scale-and-variable-proportions/5134>
5. <https://www.intelligenteconomist.com/profit-maximization-rule/>

INTRODUCTION TO INDIAN ECONOMY

Semester: I

Code : 23BB1AC1B

COURSE OUTCOMES:

Hours: 5

Credit: 4

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand different economic systems of the country and frame suitable economic policies for business units.	PSO - 2	K1
CO - 2	Bridge the gap between theoretical perspectives of population problems and remedies for the problems.	PSO - 3	K2
CO - 3	Gain knowledge on various employment generation schemes of both central and state governments and ways of reducing poverty.	PSO - 5	K3
CO - 4	Know various agricultural pricing policies and government support schemes towards agriculture for starting agribusiness or farm business.	PSO - 4	K4
CO - 5	Analyze the importance of planning and become good planner.	PSO - 1	K5

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

Semester: I		INTRODUCTION TO INDIAN ECONOMY										Hours: 5
Code : 23BB1AC1B												Credit: 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	5	3	3	3	4	3	5	3	3	4	3.55
CO - 2	3	4	3	5	3	3	3	4	5	3	3	3.55
CO - 3	3	3	4	3	3	5	3	3	3	4	5	3.55
CO - 4	4	3	5	3	4	4	4	3	3	5	4	3.82
CO - 5	5	3	3	4	5	4	5	3	4	3	4	3.91
Overall Mean Score												3.68

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

Note:

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

Values Scaling:

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

Features of Indian Economy- An under developed economy- Meaning, Definitions of under development- Causes for under development- A developing Economy-meaning- features-Mixed economy - Meaning-features-merits and demerits.

(15 Hours)

UNIT II: POPULATION IN INDIA

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

(15 Hours)

UNIT III: NATIONAL INCOME AND CONCEPT OF POVERTY

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

(15 Hours)

UNIT IV: AGRICULTURE SECTOR AND INDIAN ECONOMY

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

(15 Hours)

UNIT V: PLANNING IN INDIA VS NITI AAYOG

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

(15 Hours)

COURSE BOOK:

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

BOOKS FOR REFERENCE:

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

WEB RESOURCES

1. <http://www.simplynotes.in/e-notes/mbabba/managerial-economics/>
2. <https://businessjargons.com/determinants-of-elasticity-of-demand.html>
3. <https://open.umn.edu/opentextbooks/textbooks/8>
4. [https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system\](https://en.wikipedia.org/wiki/Single-entry_bookkeeping_system)

PROFESSIONAL ENGLISH

Semester: I

Hours: 2

Code : 23AE1PE01

Credit: 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	K1
CO - 2	Relate to the language with confidence, ensuring communication is intelligible	PSO-2	K2
CO - 3	Employ unfamiliar vocabularies in their context	PSO-3	K3
CO - 4	Correlate their professional communication skills	PSO-4	K4
CO - 5	Assess the errors while framing sentences	PSO-5	K5

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

Semester: I		PROFESSIONAL ENGLISH										Hours: 2
Code : 23AE1PE01												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	4	3	4	3	4	5	4	3	3	4	3.82
CO - 2	3	4	3	5	3	4	3	5	3	3	4	3.64
CO - 3	4	3	5	4	4	3	4	4	5	4	3	3.91
CO - 4	4	3	3	4	5	3	4	4	3	5	3	3.73
CO - 5	3	5	3	3	3	5	3	3	3	3	5	3.55
Overall Mean Score												3.73

Result: The score for this course is **3.73** (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 ART OF QUESTIONING**6 Hours**

The Art of Questioning Paper-1 (Chamber 1-Orator: Units 1-5)

The Art of Questioning Paper-2 (Chamber 1-Orator: Units 1-3)

UNIT II: RECEPTIVE RESPONSE**6 Hours**

Receptive Response Paper-1 (Chamber 2 - Orator: Units 1-3)

Receptive Response Paper-2 (Chamber 2 - Orator: Units 1-4)

UNIT III: EASY EXPRESSIONS**6 Hours**

Easy Expressions Paper-1 (Chamber 2 - Orator: Units 1-4)

Easy Expressions Paper-2 (Chamber 2 - Orator: Units 1-3)

UNIT IV: EVERY DAY ENGLISH**6 Hours**

Every Day English Paper-1 (Chamber 3 - Orator: Units 1-5)

Every Day English Paper-2 (Chamber 3 - Orator: Units 1-3)

UNIT V: TELEPHONE SKILLS**6 Hours**

Buzz-Telephone skills - Basic (Chamber 6 - Kaleidoscope)

Buzz-Telephone skills - Customer support: Topics 1-5 (Chamber 6 - Kaleidoscope)

Buzz-Telephone skills - Front Office (Chamber 6 - Kaleidoscope)

COURSE SOFTWARE:

Lady Hawk Software

Component	Marks
Internal test I	40
Internal test II	40
Dialogue/ Conversation	10
Expressions Using Chart	5
Attendance	5
Total	100

FOUNDATION COURSE: BASIC MANAGERIAL SKILLS #

Semester: I

Hours: 2

Code : 23BB1FC01

Credit: 2

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Identify the personal qualities that are needed to sustain in the world of work.	PSO-1	K1
CO-2	Understand the advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change.	PSO-2	K2
CO-3	Applying practical management skills that are of immediate use in management or leadership positions.	PSO-3	K3
CO-4	Analyze critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.	PSO-4	K4
CO-5	Appraise persuasive presentations that reveal strong written and oral communication skills needed in the workplace.	PSO-5	K5

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

Semester: I		FOUNDATION COURSE: BASIC MANAGERIAL SKILLS #										Hours: 2
Code : 23BB1FC01		BASIC MANAGERIAL SKILLS #										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	3	3	3	5	3	5	3	3	3	3	3.55
CO - 2	3	5	3	3	3	3	3	5	3	3	3	3.36
CO - 3	3	4	3	5	3	3	3	4	5	3	3	3.55
CO - 4	3	3	5	3	3	3	3	3	3	5	3	3.36
CO - 5	3	4	3	3	3	5	3	4	3	3	5	3.55
Overall Mean Score												3.47

Result: The score for this course is **3.47** (High Relationship)

Note:

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

Values Scaling:

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

Self: Core Competency, Understanding of Self, Components of Self - Self-identity, Self-concept, Self - confidence and Self-image. **(6 Hours)**

UNIT II

Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, **(6 Hours)**

UNIT III

Building Emotional Competence: Emotional Intelligence - Meaning, Components, Importance - Positive and Negative Emotions., Healthy and Unhealthy expression of Emotions. **(6 Hours)**

UNIT IV

Thinking skills: The Mind/Brain/Behaviour, thinking skills, Critical Thinking and Learning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking. **(6 Hours)**

UNIT V

Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises. **(6 Hours)**

COURSE BOOK:

- ❖ Managerial Skills - 2 by Cynthia Menezes Prabhu, Pen to Print Publishing LLP, 2022.

BOOKS FOR REFERENCE:

1. Joshi, G. (2015), Campus to Corporate-Your Roadmap to Employability, Sage Publication
2. McGrath E. H. (9 Ed. 2011), Basic Managerial Skills, Prentice Hall India Learning Private Limited.
3. Whetten D. (e Ed. 2011), Developing Management Skills, Prentice Hall India Learning Private Limited.
4. P. Varshney , A. Dutta, Managerial Skill Development, Alfa Publications, 2012
5. EQ- soft skills for Corporate Carrer by Dr. Sumeet Suseelan

WEB RESOURCES

1. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-4th-semester-managerial-skill-development-syllabus/63>
2. [https://www.academia.edu/4358901/managerial skill development pdf](https://www.academia.edu/4358901/managerial_skill_development_pdf)
3. [https://www.academia.edu/4358901/managerial skill development pdf](https://www.academia.edu/4358901/managerial_skill_development_pdf)
4. <https://rccmindore.com/wp-content/uploads/2015/06/Managerial-SkillsAll-Units-AC.pdf>
5. [https://www.aistrictuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD\(Managerial%20skill%20development\).pdf](https://www.aistrictuniversityjharkhand.ac.in/PDFDoc/StudyNotes/MBA/SEM%201/MBA-1-MSD(Managerial%20skill%20development).pdf)

PART - V - STUDENT TRAINING PROGRAMME

NATIONAL SERVICE SCHEME

U. G. PROGRAMME OUTCOMES

PO. NO.	UPON COMPLETION OF THIS PROGRAM THE STUDENTS WILL BE ABLE TO
1.	Gain theoretical knowledge and apply the expertise in different fields.
2.	Acquire Industry specific skills and can emerge as entrepreneurs.
3.	Develop critical and rational thinking to solve societal issues.
4.	Explore the knowledge and acclimatize it in the ever changing work environment.
5.	Evolve theories and develop innovative discipline specific ideas.
6.	Comprehend the nuances and develop innovative, discipline-specific ideas.

U. G. PROGRAMME SPECIFIC OUTCOMES

PSO. NO.	UPON COMPLETION OF THE PROGRAM THE STUDENTS WILL BE ABLE TO	PO MAPPED
PSO-1	Get knowledge about National Service Scheme.	PO-1
PSO-2	Acquire leadership skills and readiness to serve the society.	PO -2
PSO-3	Enhance perspectives of social issues in different point of views Think and act effectively in a critical situation.	PO-3
PSO-4	Develop positive attitude towards betterment of the society through voluntary service.	PO-4
PSO-5	Preserve nature, ethos and traditions and practices of the society.	PO-1

NATIONAL SERVICE SCHEME

Semester: I -IV

Hours: 2

Code : 23STPNS01

Credit: 1*

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Acquire the basic knowledge about NSS	PSO-1	K1
CO - 2	Uphold the value system based on the social, political and moral bases	PSO-1, PSO-2	K2
CO - 3	Understand and identify the needs of the society	PSO-1, PSO-2, PSO - 4	K3
CO - 4	Develop the capacity to meet emergencies and attain knowledge to concentrate on personal health and hygiene	PSO2-, PSO-4 PSO-5	K4
CO - 5	Face the challenges particularly to become women entrepreneurs	PSO-1	K5

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

Semester: I -IV		NATIONAL SERVICE SCHEME										Hours: 2
Code : 23STPNS01												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	1	2	3	4	5	6	1	2	3	4	5	3.81
CO - 2	4	5	4	3	4	3	4	3	4	4	4	3.90
CO - 3	5	4	4	4	4	4	4	3	4	4	3	3.90
CO - 4	4	4	5	3	4	4	5	4	3	3	4	4.00
CO - 5	5	4	4	3	4	4	4	5	4	3	4	3.90
Overall Mean Score												3.90

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

Note:

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

Values Scaling:

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

Introduction –History and Growth – Aim and Objectives – NSS Motto – NSS Symbol - NSS Badge–NSS Day- Code of Conduct- NSS Regular Activities & Special Camp.

UNIT II: PERSONALITY DEVELOPMENT

Personality Development–Know Thyself- Body Language- Forming Values Etiquette and Manner - Team Building and Team Work – Problems of Youth – Drug abuse - Drug Dependence /Addiction –Alcoholism – Suicide - Sexual Problems – Diseases.

UNIT III: SOCIAL SERVICE

Aim of Social Service– Social Service Organizations - Social Problems - Need for Social Service - Scope of Social Services - Functions of Social Services -Principles of First Aid - Important things kept in the First Aid Box- Snake Bite -Dog Bite -Insect Bite -Heat Stroke - Drowning - Electric Shock - Artificial Respiration – Hemorrhage – Stroke - Heart Attack – Symptoms – Fainting.

UNIT IV: NUTRITIOUS FOOD AND WOMEN'S HEALTH

Nutrition - Adequacy – Balance - Calorie Management - Dietary Density – Moderation – Variety - Calculation of Calorie Permittance - Calculation of Protein Percentages - Food Sources - Vitamins the Importance of Dietary Nutrition Women's Health

UNIT V: ECOLOGY AND ROLE OF WOMEN IN SOCIETY

Environment - Environmental Elements - Environmental concerns - Changing Climate–Global warming – Women achievers - Women's Place in Society - Social Issues against Women - The Ways to Empower Women.

COURSE BOOK:

- ❖ Arul Sunila.J, Flora Pauline Mary.V, Preethi.J, Padmasree. A. D, Girija Bai. T, Arul Irudaya Jeyanthi.J, Abinaya. D, *NOT ME BUT YOU*, Acca Printing Press, 2022

Components	Marks
Attendance	20
Assessment (Involvement in activities)	50
Test	30
Total	100

QUESTION PATTERN
NATIONAL SERVICE SCHEME-23STPNS01

Class: II UG

Time: 2 Hours

Date:

Max.: 30 Marks

Course Outcome	Bloom's K-level	Q. No	SECTION – A 2x5=10 Answer All Questions Internal choice
			SECTION – B 2x10=20 Answer any TWO of the following

NATIONAL CADET CORPS

U.G. PROGRAMME OUTCOMES (2023 - 2026)

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

PROGRAM SPECIFIC OUTCOMES (PSO)

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

NATIONAL CADET CORPS

Semester: I - IV

Hours: 240

Code : 23STPNC01

Credits: 1*

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Describe the history, honors and awards of Indian Military.	PSO - 1, PSO - 2, PSO - 4	K1
CO - 2	Explain the map and weapon training to remove the fear of a weapon from the hearts of youth.	PSO - 1, PSO - 4	K2
CO - 3	Illustrate the different types of disasters under different circumstances.	PSO - 2, PSO - 3, PSO 4, PSO - 5	K3
CO - 4	Analyze the practical knowledge in community development and other social programs.	PSO - 4, PSO - 5	K4
CO - 5	Assess the personality development and develop technical skill of first Aid.	PSO - 1, PSO - 2	K5

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

Semester: I - IV		NATIONAL CADET CORPS										Hours: 240
Code : 23STPNC01												Credits: 1*
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	4	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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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 REERENCE:

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

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

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

Question Pattern for Summative Examination**Total Marks: 25****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

PHYSICAL EDUCATION (2023-2026)

Code	Year	Paper Title	Hours	Credit
23STPPE01	I & II	Yoga and Physical Wellness	120	1*

YOGA AND PHYSICAL WELLNESS

Semester: I to IV

Hours: 120

Code : 23STPPE01

COURSE OUTCOMES

- ❖ To develop Physical and mental fitness.
- ❖ To motivate and encourage students to involve themselves in physical skills through the Sports and Games and Yoga.
- ❖ To promote harmonious all-round development of the students

UNIT I: ASANAS

(24 hours)

Meaning - Benefits - Postures: Sitting - Standing - Prone - Supine.

UNIT II: PRANAYAMA

(24 hours)

Meaning - Benefits - Steps in Pranayama: Puraka, Khumbaka, Rechaka - Mudras: Chin mudra, Chinmaya mudra, Brahma mudra.

UNIT III: SURYANAMASKAR

(24 hours)

Meaning - Benefits - Steps - Poses (12 posture)

UNIT IV: NUTRITION

(24 hours)

Meaning - Balanced Diet - Daily Energy Requirement - Nutrient Balance - Nutrition Intake - Body Mass Index

UNIT V: FIRST AID

(24 hours)

Meaning - Injuries to bones and Muscles, Sprain, Strain, Muscle Cramp and joints Dislocation and Fractures - Snake-bite, Dog bite

BOOKS FOR REFERENCE:

1. Elangovan.R, (2002), 'Utarkalvi Oru Arimugam', Ashwin Publication, Triunelveli.
2. Chandrasekaran.K, (1999), 'Sound Health through Yoga, Prem Kalyan Publication, Sedapatti.
3. John Ambulance Association, 'First Aid to the Injured' New Delhi
4. Prabhakar Eric, (1995), 'The way to Athletic Gold', Affiliated East West Pvt. Ltd., New Delhi.
5. Sathyanesan, R.C., 'Hand Broken Physical Education', Gheena Publishers, Madurai

SCHEME OF EVALUATION

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

SCHEME OF EVALUATION FOR COTINUOUS INTERNAL ASSESSMENT

1.	Attendance (240 hrs)				
	❖ Theory Class	:	120 hrs		
	❖ Games	:	60 hrs		
	❖ Field Work	:	60 hrs		
				:	20 marks
2.	Performance in any one Game	:			10 marks
3.	Performance in any one of Athletic event	:			10 marks
4.	Performance in Yoga / Rhythmic activities	:			10 marks
5.	Rhythmic activities				10 marks
6.	Field Work	:			15 marks
	Total	:			75 marks

QUESTION PATTERN FOR SUMMATIVE EXAMINATION

Total marks: 25

Time: 1 ¹/₂ hours

SECTION - A

Answer All Questions (5x1=5)
(Choose the best Answer)

SECTION - B

Answer any two questions (2x2=4)
(Four question out of four)

SECTION - C

Answer any Two out of Four questions
(2x5=10)
(Four question out of Four)

SECTION - D

Answer any one question (1x6=6)
(One question out of two)

CONSUMER CLUB

PROGRAMME OUTCOMES:

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

PROGRAMME SPECIFIC OUTCOMES:

PSO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PO MAPPED
PSO-1	Aware of consumer's rights, responsibilities and consumer production 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

CONSUMER CLUB

Semester: I-IV

Hours: 120

Code : 23STPCC01

Credit: 1*

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Acquire the knowledge of aware of the nature, rights and responsibilities of consumer	PSO - 1	K1
CO - 2	Understand the concepts of food trade and certification	PSO - 4	K2
CO - 3	Identify misleading advertisement, consumer court and consumer redressal	PSO - 3,5	K3
CO - 4	Analyze the concept of food adulteration and ecofriendly products	PSO - 2	K4
CO - 5	Evaluate practical experience through field visit and interact with experts	PSO - 2	K5

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

Semester: I-IV		CONSUMER CLUB										Hours: 120
Code : 23STPCC01												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	4	4	3	4	3	3	3	3	4	3	4	3.45
CO - 2	3	3	4	3	4	3	4	4	3	4	3	3.45
CO - 3	4	4	3	4	3	4	3	3	4	3	4	3.54
CO - 4	3	3	4	3	4	3	4	4	3	4	3	3.45
CO - 5	4	3	4	3	4	3	4	3	4	3	4	3.54
Overall Mean Score												3.48

Result: The score for this course is **3.48** (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 Consumer: Consumer - Meaning - Difference between Consumer and Buyer - Consumerism - Nature of Consumerism - Roots of Consumerism - Rights and Responsibilities of Consumer- Consumer Protection - Rights of Consumer under Consumer Protection Act 1986- Do's and Don'ts of consumer.

UNIT II

Trade Mark & Certification: Definition - Objectives - Types of Trademark - Categories of Trademark-Registrar of Trademark - Powers and functions of Registrar of Trademark - Certification: Certification Marks issued for different products in India - Types of certifications.

UNIT III

Advertisement & Food Adulteration: Definition - Features of Advertisement - Misleading Advertisement - Online Consumer - Rights of online consumer - Food Adulteration: **Introduction - Types of Food Adulteration - Causes of Food Adulteration - Methods of Food Adulteration - Food Adulteration in Developing Countries - Health Hazards of Food Adulteration - Mitigation Measures for Addressing Food Adulteration** - How can Adulteration to be prevented - Food Contamination.

UNIT IV

Eco-Friendly Consumer, Consumer Redressal & Grievance: Eco-Friendly consumer Products - Eco-friendly products for daily life - Innovative and Eco-friendly Business ideas - Green Consumerism - Important steps of Green Consumerism - Green marketing strategies- Consumer Court - Objectives - Consumer Disputes Redressal Agencies - Model Form of Complaints - How to file a Complaint in Consumer Court - Grievance -Features of Grievance - Causes of Grievance - Where to file a Complaint-Redressal settlement machinery.

UNIT V

Field Visit.

COURSE BOOKS:

- ❖ Material prepared by the Consumer Club

BOOK FOR REFERENCE:

1. Dr. L. Natarajan, Business Legislation, Merit India Publication, 2017.
2. Consumer Movement, Robert N. Mayer, Twayne Publishers Inc., U.S., 1989
3. Consumer Education and Economics, Charles A. Malouf, 2002

E-RESOURCES:

1. <https://www.Consumer-Awareness-Protection-Empirical-Evidence/dp/1723301108>
2. <https://www.himpub.com/documents/Chapter1482.pdf>
3. <https://www.Consumer-Education-Veena-Gandotra/dp/9382007008>

SCHEME OF EVALUATION

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

Scheme of Evaluation of Continuous Internal Assessment		
1.	Field Visit	25 Marks
2.	Report	25 Marks
3.	Involvement	10 Marks
4.	Case Study	10 Marks
5.	Attendance	5 Marks
	Total	75 Marks

Total the marks of I, II, III & IV will be converted to 75 marks

INTERNAL TEST (THEORY)

Total Marks: 25

Time: 1 Hour

Section - A

Answer All Questions
(Multiple Choice Questions)

5 x 1 = 5 Marks

Section - B

Answer All Questions
(Either Or Questions)

2 x 5 = 10 Marks

Section - C

Answer Any One Question
(One Question Out of Three)

1 x 10 = 10 Marks

RED RIBBON CLUB
PROGRAMME OUTCOMES

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

PROGRAMME SPECIFIC OUTCOMES:

PSO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PO MAPPED
PSO-1	Tell the importance of Red Ribbon Club for the Society.	PO-1, PO-6
PSO-2	Explain the structure of Blood and its Uses.	PO-3, PO-4
PSO-3	Demonstrate the microscopic examination of Blood Identification and Donation process.	PO-3, PO-5
PSO-4	Classify the Blood types, Donation process and HIV Awareness.	PO-2, PO-4
PSO-5	Estimate the vision of Red Ribbon Club and its role in the society.	PO-5, PO-6

RED RIBBON CLUB

Semester: I, II, III & IV

Hours: 120

Code: 23STPRR01

Credit: 1*

COURSE OUTCOMES

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Define the meaning and basic concepts of Red Ribbon Club	PSO -1, PSO-5	K1
CO - 2	Classify the services rendered by Red Ribbon Club	PSO -1, PSO -4	K2
CO - 3	Relate the vision and objectives of Red Ribbon Club with its services	PSO- 1, PSO-3	K3
CO - 4	Categorize the objectives, Blood identification and HIV Testing process	PSO -4, PSO-5	K4
CO - 5	Evaluate the awareness programmes against the communicable diseases	PSO -2, PSO-5	K5

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

Semester: I, II, III & IV		RED RIBBON CLUB										Hours: 120
Code : 23STPRR01												Credit: 1*
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	3	2	3	4	5	5	3	4	2	5	3.27
CO - 2	4	5	3	5	2	4	5	4	2	5	3	3.54
CO - 3	5	3	4	3	4	5	5	3	5	4	2	3.72
CO - 4	2	5	5	3	4	4	4	2	3	5	5	3.36
CO - 5	3	4	2	5	5	4	3	5	2	3	5	3.27
Overall Mean Score												3.43

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

Note:

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

Values Scaling:

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

Red Ribbon Club-Basic Concepts - Meaning -Vision - Objectives - Popular Colour
- Symbol - Significance

UNIT II

Blood Identification - Blood composition - Blood types -Functions of Blood -
Components of Blood Plasma -Blood Vessels - Microscopic examination -DNA
analysis

UNIT III

Blood Donation - Procedure -Importance of Donating Blood -Steps taken to ensure
the safety of transfused blood - Benefits - Donors - Blood Banks - Outdoor camps -
Storage, Supply & Demand

UNIT IV

HIV Awareness: Definition -Signs &Symptoms - HIV Transmission-Risk factors-
Diagnosis & Tests-Treatment methods - Prevention -Tamil Nadu AIDS Control
Society (TANSACS) - Components

UNIT V

Blood Donation Camp - Practical and Field Work: Blood Identification Camp - HIV
AIDS Awareness Programmes - Field visit to JeevanJothi - Aundipatti Government
Hospital

COURSE BOOK:

- ❖ Book offered by Red Ribbon Club Committee Members

BOOKS FOR REFERENCE

1. Conor S, Kingman S. *The search for the virus, the scientific discovery of AIDS and the quest for a cure*, Penguin Books, 1988.
2. S. Kartikeyan, R.N. Bharmal, R.P. Tiwari and P.S. Bisen.*HIV and AIDS: Basic Elements and Priorities*. Springer Publications. 2007.
3. Narain, Jai P; *AIDS in Asia: The Challenge Ahead*, Sage Publications, New Delhi, 2004
4. Nath, LM; *The Epidemic in India: An Overview*, Mosaic Books, New Delhi, 2003.
5. Srivastava V.P., *HIV/AIDS and Human Rights*, Indian Publishers, Delhi, 2006.
6. Shalini Bharat, *HIV/AIDS related Stigma, Discrimination and Denial*, Best Practices, Key Material. UNAIDS Publications, 2001

SCHEME OF EVALUATION

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

Scheme of Evaluation of Continuous Internal Assessment		
1.	Field Visit	25 Marks
2.	Report	25 Marks
3.	Involvement	10 Marks
4.	Case Study	10 Marks
5.	Attendance	5 Marks
	Total	75 Marks

Total the marks of I, II, III & IV will be converted to 75 marks

Question Pattern for Internal Examination

Total Marks:25

Time : 1 hour

Section - A

Answer All Questions
(Multiple Choice Questions)

5 x 1 = 5 Marks

Section - B

Answer All Questions
(Either or Questions)

2 x 5 = 10 Marks

Section - C

Answer Any One Question
(One Question Out of Three)

1 x 10 = 10 Marks

YOUTH RED CROSS

Semester: I-IV

Hours: 120

Code : 23STPRC01

Credit: 1*

PROGRAMME OUTCOMES:

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

PROGRAMME SPECIFIC OUTCOMES

PSO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PO MAPPED
PSO1	Get a basic understanding of the origin, growth and development of humanity.	PO1
PSO2	Acquire basic knowledge about social subjects	PO1, PO2
PSO3	Identify various social issues and problems	PO3, PO4
PSO4	Help build up a good career	PO1, PO4
PSO5	Gain awareness of social responsibilities	PO1, PO5

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	K1
CO - 2	Identify the needs and problems of the community and involve them in problem solving.	PSO-2	K2
CO - 3	Gain skills in mobilizing community participation. Develop capacity to meet emergencies and social harmony	PSO-3	K3
CO - 4	Educate and empower children and youth in the spirit of the Red Cross through constructive trainings and effective leadership	PSO-4	K4
CO - 5	Provide opportunities for directing and harnessing their energies and idealism into worthwhile humanitarian activities	PSO-5	K5

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

Semester: I-IV		YOUTH RED CROSS										Hours: 120
Code : 23STPRC01												Credit: 1*
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	5	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	2	3	3.91
CO - 4	5	4	5	4	3	3	5	5	5	2	3	4.09
CO - 5	5	4	5	3	3	3	5	5	5	2	3	4.09
Overall Mean Score												3.82

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

Note:

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

Values Scaling:

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

Semester: I & II

Hours: 60

Code: 23STPRC01

Credit: 1*

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:

1. Rev. Sr. Dr. JesuRani, Dr. J. Arul Irudaya Jeyanthi, Dr. B. Amala Jasmine, Mrs. P. Selvarani, Mrs. K. Rani, Youth Red Cross (YRC), PCF Publications, Pandiyanadu Cultural Foundation, Madurai, 2021.

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.

YOUTH RED CROSS

Semester: III & IV

Hours: 60

Code: 23STPRC01

Credit: 1*

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

Interntional 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:

1. Rev. Sr. Dr. JesuRani, Dr. J. Arul Irudaya Jeyanthi, Dr. B. Amala Jasmine, Mrs. P. Selvarani, Mrs. K. Rani, Youth Red Cross (YRC), PCF Publications, Pandiyanadu Cultural Foundation, Madurai, 2021.

BOOKS FOR REFERENCE:

1. "History of Red Cross", Youth Red Cross, Indian Red Cross Society Tamil Nadu Branch.

SCHEME OF EVALUATION

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

Scheme of Evaluation of Continuous Internal Assessment		
1.	Field Visit	25 Marks
2.	Report	25 Marks
3.	Involvement	10 Marks
4.	Case Study	10 Marks
5.	Attendance	5 Marks
	Total	75 Marks

Total the marks of I, II, III & IV will be converted to 75 marks

Question Pattern for Internal Examination

Total Marks:25

Time : 1 hour

Section - A

Answer All Questions
(Multiple Choice Questions)

5 x 1 = 5 Marks

Section - B

Answer All Questions
(Either or Questions)

2 x 5 = 10 Marks

Section - C

Answer Any One Question
(One Question Out of Three)

1 x 10 = 10 Marks

பொதுத்தமிழ் - 2
(பிறகுறை மாணவிகளுக்கு மட்டும்)

பருவம்: இரண்டு

குறியீடு: 23GT2GS02

COURSE OUTCOMES:

நேரம்: 6

புள்ளி: 3

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	பக்தி இலக்கியங்கள், சிற்றிலக்கியங்கள் கற்பதன் மூலம் பக்தி நெறியினையும், இலக்கியச் சுவையினையும் அறிவர்.	PSO-4	K1
CO - 2	தமிழ்ச் சமூகப் பண்பாட்டு வரலாற்றினை இலக்கியங்கள் வாயிலாகப் புரிந்து கொள்வர்.	PSO-3	K2
CO - 3	பக்தி, சிற்றிலக்கியங்களின் வழி சமய நல்லிணக்கத்தையும் பண்பாட்டு நெறிகளையும் தெரிந்து அவற்றைப் பின்பற்றப்படவேண்டிய அறிவினையும் பெறுவர்.	PSO-5	K3
CO - 4	பட்டப் படிப்பினைப் படிக்கும் போதே பெரும்பான்மையான தமிழ் இலக்கியங்கள், இலக்கணங்கள் குறித்த அறிவினைப் பெறும் திறன் பெறுவர்.	PSO-2	K4
CO - 5	போட்டித் தேர்வுகளில் வெற்றி பெறுவதற்குத் தமிழ்ப் பாடத்தின் முக்கியத்துவத்தை உணர்ந்து பயன்கொள்ளும் வகையில் ஏற்ற மொழித்திறன் பயிற்சி பெறுவர்.	PSO-1	K5

K1-நினைவு கூர்தல் K2-புரிதல், K3- பயன்படுத்துதல், K4 -பகுத்தல், K5 -மதிப்பீடு

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

Semester: II		பொதுத்தமிழ் - 2										Hours: 6
Code : 23GT2GS02		(பிறகுறை மாணவிகளுக்கு மட்டும்)										Credit: 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	2	4	3	3	4	3	2	5	4	3.55
CO - 2	4	4	5	4	4	4	4	4	5	4	4	4.18
CO - 3	3	3	3	5	4	4	3	4	3	3	5	3.64
CO - 4	3	4	3	4	5	5	4	5	3	3	4	3.91
CO - 5	3	5	3	3	2	2	5	2	3	3	3	3.09
Overall Mean Score												3.68

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

Note:

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

Values Scaling:

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

திருநாவுக்கரசர் தேவாரம் - நாமார்க்கும் குடியல்லோம் எனத் தொடங்கும் பதிகம் (10 பாடல்கள்)
ஆண்டாள் திருப்பாவை - (முதல் 10 பாசுரங்கள்) **18 Hours**

அலகு2

வள்ளலார்-அருள் விளக்கமாலை (முதல் 10 பாடல்கள்)
எச்.ஏ.கிருட்டிணப்பிள்ளை - இரட்சணியமனோகரம் - பால்ய பிராத்தனை
குணங்குடி மஸ்தான் சாகிபு-பராபரக்கண்ணி (முதல் 10 கண்ணி) **18 Hours**

அலகு3

தமிழ்விடு தூது - (முதல் 20 கண்ணி)
திருக்குற்றாலக் குறவஞ்சி-குறத்தி மலைவளம் கூறுதல்
முக்கூடற்பள்ளு-நாட்டுவளம் **18 Hours**

அலகு4

பக்தி இலக்கியம் சிற்றிலக்கியம் தொடர்பான இலக்கியவரலாறு (பல்லவர்காலம், நாயக்கர் காலம்) **18 Hours**

அலகு5: மொழித்திறன் / போட்டித் தேர்வுத் திறன்

1. தொடர் வகைகள்,
2. மரபுத்தொடர்,
3. பழமொழிகள்,
4. பிறமொழிச் சொற்களைக் களைதல்,
5. வழச் சொற்கள் நீக்குதல்,
6. இலக்கணக் குறிப்பு அறிதல்.

18 Hours

(குறிப்பு: அலகு4, 5 ஆகியன போட்டித் தேர்வுநோக்கில் நடத்தப்படவேண்டும்)

பாடநூல்கள்

1. தமிழ்த்துறைவெளியீடு (தொகுப்பு) - பொதுத்தமிழ் - 2
ஜெயராஜ் அன்னபாக்கியம் மகளிர் கல்லூரி
(தன்னாட்சி), பெரியகுளம்.
2. முனைவர் சி. பாலசுப்பிரமணியன் - தமிழ் இலக்கியவாலாறு,
பாவைப்பளிகேஷன்ஸ், சென்னை- 60
இரண்டாம் பதிப்பு-2016.

பார்வை நூல்கள்

1. புலவர் பி.ரா.நடராசன் (உ.ஆ) - திருநாவுக்கரசு சுவாமிகள் தேவாரம்,
உமா பதிப்பகம், சென்னை - 600001,
முதல் பதிப்பு - ஏப்ரல் 2003.
2. எம்.நாராயணவேலுப் பிள்ளை - நாலாயிர திவ்யப் பிரபந்தம்,
(உ.ஆ) முல்லை நிலையம், சென்னை - 600017,
முதல் பதிப்பு - செப்டம்பர் 2000.
3. திருவருட்பிரகாசவள்ளலார் - திருவருட்பா, கலைஞன் பதிப்பகம்,
சென்னை - 600017, இரண்டாம் பதிப்பு - 1885.
4. சுந்தரராசன் (உ.ஆ) - இரட்சணியமனோகரம், முல்லை நிலையம்,
சென்னை-600017, முதல் பதிப்பு - 2001.
5. கவிக்கோ அப்துல் ரகுமான் - குணங்குடியார் பாடற்கோவை,
நேஷனல் பப்ளிஷர்ஸ், சென்னை-600017,
முதல் பதிப்பு - டிசம்பர் 2008.
6. பேரா. சே.இராதாகிருஷ்ணன் - தமிழ்விடு தூது, முல்லை நிலையம்,
சென்னை-600017, இரண்டாம் பதிப்பு - 2008.
7. புலியூர்க் கேசிகன் - திருக்குற்றாலக் குறவஞ்சி,
பாவைப்பள்ளிகேஷன்ஸ், சென்னை-600 014,
இரண்டாம் பதிப்பு - ஜூலை 2014.
8. புலியூர்க் கேசிகன் - முக்கூடற் பள்ளு, பாரி நிலையம்,
சென்னை-16, ஐந்தாம் பதிப்பு - செப்டம்பர் 1993.
9. முனைவர்கோ. பெரியண்ணன் - அடிப்படை எளியதமிழ் இலக்கணம்,
வுனிதா பதிப்பகம், சென்னை - 600 017,
முதல் பதிப்பு - 2003.
10. தமிழ் வேந்தன் - பிழையின்றிதமிழ் எழுத பேச,
அருவி வெளியீடு, சென்னை - 600 078,
முதல் பதிப்பு ஏப்ரல், 2003.

NOVEL, ONE ACT PLAY AND GRAMMAR

Semester: II

Hours:5

Code : 23GH2GS02

Credit:3

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Reproduce words both in speaking and writing Hindi.	PSO-1	K1
CO - 2	Acquire a comprehensive knowledge of vocabulary, syntax and grammar in Hindi	PSO-4	K2
CO - 3	Identify the competence in self-expression	PSO-2	K3
CO - 4	Focus on independent learning	PSO-3	K4
CO - 5	Develop proficiency in speaking, listening, reading, and writing Hindi.	PSO-5	K5

UNIT I

(15 Hours)

Nirmala Summary - Bahu kee Vidha (Send - Off) - Grammar-Verb - Dowry is Cruel and Taking Dowry is a Big Sin.

UNIT II

(15 Hours)

Nirmala-Thothaaraam, Kalyaani, Mansaraam, Udhayabhanulal - Rajpoothani ka Badla (Rajputani's Revenge) - Grammar - Tense and Voice - Identify the Sentences in Hindi using Basic Grammar.

UNIT III

(15 Hours)

Nirmala-Sudha, Balachandrasimha, Rangeelaa Bhayee, Siyaram - Andher Nagaree (Dark City) - Grammar- Preposition - Coming out of Darkness with the Wisdom of Knowledge.

UNIT IV

(15 Hours)

Nirmala- Pandith Motaram, Jiyaram, and Bhuvana Mohan Chimhaa - Reed Kee Haddi (Back Bone) Grammar- Conjunction - Jagdishchandra Mathur Shows the Representative of the Entire Female Race.

UNIT V

(15 Hours)

Nirmala - Rukmani, Nirmala, Krishnaa - Grammar - Interjection, Adverb - Nirmala-a critical analysis.

COURSE BOOKS:

1. Nirmala – Novel written by Munshi Premchand, published by Hamsa Prakashan Allahabad.
2. Aadarsh Ekanki, Published by Dakshina Bharath Hindi Prachar Sabha, Thyagaraya Nagar, Chennai – 600 017.

The following Ekankies have been prescribed

- a) Rajpoothri Ka badla – Divjendralal Rai
- b) Andher Nagaree - Bharathendu Harichandra
- c) Reed Kee Haddi – Jagadeeshachandra Maathur
- d) Bahu kee Vidha – Shri vinodh Rasthogi

BOOK FOR REFERENCE:

1. Vyakaran Hindi – written by 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

COMMUNICATIVE ENGLISH – II

Semester: II

Hours: 4

Code : 23GE2GS02

Credit: 3

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Identify skills in both writing and speaking	PSO-1	K1
CO - 2	Explain the main idea of a text	PSO-3	K2
CO - 3	Utilize website resources to enhance their language skills	PSO-2	K3
CO - 4	Categorize the rhetorical strategies and techniques used in writing and speaking	PSO-5	K4
CO - 5	Criticize the texts after comprehending	PSO-4	K5

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

Semester: II		COMMUNICATIVE ENGLISH – II										Hours: 4
Code : 23GE2GS02												Credit: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	4	3	3	3	4	5	3	3	3	4	3.64
CO - 2	3	3	5	4	3	3	3	4	5	3	3	3.55
CO - 3	4	2	3	5	2	2	4	5	3	2	2	3.09
CO - 4	3	5	2	3	4	5	3	3	2	4	5	3.55
CO - 5	4	4	2	4	5	4	4	4	2	5	4	3.82
Overall Mean Score												3.53

Result: The score for this course is **3.53** (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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UNIT I**12 Hours**

1. Listening and Speaking
 - a. Listening and responding to complaints (Formal situation)
 - b. Listening to problems and offering solutions (Informal)
2. Reading and writing
 - a. Reading aloud (Brief motivational anecdotes)
 - b. Writing a paragraph on a proverbial expression/motivational idea.
3. Word Power/Vocabulary
Synonyms & Antonyms

UNIT II**12 Hours**

1. Listening and Speaking
 - a. Listening to famous speeches and poems
 - b. Making short speeches- Formal: welcome speech and vote of thanks.
Informal occasions- Farewell party, graduation speech
2. Reading and Writing
 - a. Writing opinion pieces (On travel, food, film /book reviews or on any contemporary topic)
 - b. Reading poetry
 - i. Reading aloud: (Intonation and Voice Modulation)
 - ii. Identifying and using figures of speech -simile, metaphor, personification etc.
3. Word Power
 - a. Idioms & Phrases

UNIT III**12 Hours**

1. Listening and Speaking
 - a. Listening to Ted talks
 - b. Making short presentations – Formal presentation with PPT, analytical presentation of graphs and reports of multiple kinds
 - c. Interactions during and after the presentations
2. Reading and writing
 - a. Writing emails of complaint
 - b. Reading aloud famous speeches
3. Word Power
 - a. One Word Substitution

UNIT IV

12 Hours

1. Listening and Speaking
 - a. Informal interview for feature writing
 - b. Listening and responding to questions at a formal interview
2. Reading and Writing
 - a. Writing letters of application
 - b. Readers' Theatre (Script Reading)
 - c. Dramatizing everyday situations/social issues through skits.
(writing scripts and performing)
3. Word Power
Collocation

UNIT V

12 Hours

Grammar in Context

1. Adverbs & Prepositions
2. Conjunctions & Interjections
3. Sentence Patterns
4. Working with Clauses

COURSE BOOKS:

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

BOOKS FOR REFERENCE

1. Kumar, Manoj. *English Communication: Theory and Practice*. Scholar. Tech Press, 2018.
2. Nachmuthu, Cambridge. *Advanced Communication English*. Cambridge Publishers, 2011.

WEB RESOURCES

<https://www.youtube.com/watch?v=xZbKHDPPrrc>

<https://www.youtube.com/watch?v=TRcIEMgppK8>

https://youtube.com/playlist?list=PLZ-F4pjbka7EIKKAwh83RDqi7Vp0q_DQp

<https://www.scripts.com/script/the-chronicles-of-narnia-the-lion-the-witch-and-the-wardrobe-5540>

BUSINESS COMMUNICATION

Semester: II

Hours: 6

Code : 23BB2MC03

Credit: 5

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Identify communication process and its barriers.	PSO-1	K1
CO-2	Understand business letters in different scenarios.	PSO-3	K2
CO-3	Apply oral communication skills & conducting interviews.	PSO-2	K3
CO-4	Analyze Managerial writing and modern communication tools.	PSO-4	K4
CO-5	Reframe Usage of modern communication tools and its significance for managers.	PSO-5	K5

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

Semester: II		BUSINESS COMMUNICATION										Hours : 6
Code : 23BB2MC03												Credit: 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	4	3	5	3	5	4	3	4	3	3.91
CO-2	4	4	3	5	4	4	4	4	5	3	4	4.00
CO-3	3	5	3	3	3	4	3	5	3	3	4	3.55
CO-4	3	3	5	3	3	3	3	3	3	5	3	3.36
CO-5	3	3	3	3	3	5	3	3	3	3	5	3.36
Overall Mean Score												3.64

Result: The score for this course is **3.64** (High Relationship)

Note:

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

Values Scaling:

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

Communication Definition - Objectives - Communication Cycle - Communication Media - Types - Principles of effective Communication - Barriers to Communication - Etiquette for online Communication. **(18 Hours)**

UNIT II

Business Letter - Layout- Kinds of Business Letters: application, offer, acceptance - acknowledgement and promotion letters. Business Development Letters - Enquiry, replies, Order, Sales, circulars, Grievances. **(18 Hours)**

UNIT III

Interviews- Direct, telephonic & Virtual interviews- Group discussion - Presentation skills - body language. **(18 Hours)**

UNIT IV

Communication through Reports - Agenda- Minutes of Meeting - Resume Writing **(18 Hours)**

UNIT V

Modern Forms of Communication: podcasts, Email, virtual meetings - Websites and their use in Business - social media - Professional Networking sites. **(18 Hours)**

COURSE BOOK:

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

BOOKS FOR REFERENCE:

1. Rajendra Paul & J S Korlahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 2017.
2. Dr. C B Gupta, Basic Business Communication, Sultan Chand & Sons, New Delhi, 2017.
3. R C Sharma & Krishan Mohan, Business Correspondance and Report Writing, Mc Graw Hill, India Pvt Ltd., New Delhi, 2006.
4. Kevin Galaagher, Skills Development for Business and Management Students, Oxford University Press, Delhi, 2010.
5. R C Bhatia, Business Communication, Ane Books Pvt Ltd., Delhi, 2015.

WEB RESOURCES

1. https://www.managementstudyguide.com/business_communication.html
2. <https://studiousguy.com/business-communication/>
3. <https://www.oercommons.org/curated-collections/469>
4. <https://www.scu.edu/mobi/business-courses/starting-a-business/session-8-communication-tools/>
5. <https://open.umn.edu/opentextbooks/textbooks/8>

ACCOUNTING FOR MANAGERS - II

Semester: II

Hours: 5

Code : 23BB2MC04

Credit: 4

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Recognize cost sheet & cost concepts.	PSO-1	K1
CO-2	Compare cost, management & financial accounting.	PSO-2	K2
CO-3	Apply Ratio and compare it with stands to assess deviation.	PSO-3	K3
CO-4	Solve budget and use budgetary control.	PSO-4	K4
CO-5	Evaluate marginal costing and its components.	PSO-5	K5

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

Semester: II		ACCOUNTING FOR MANAGERS - II										Hours: 5
Code : 23BB2MC04												Credit: 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	3	5	3	5	4	3	3	3	3.73
CO-2	3	5	3	4	3	3	3	5	4	3	3	3.55
CO-3	4	4	3	5	4	4	4	4	5	3	4	4.00
CO-4	3	3	5	4	3	3	3	3	4	5	3	3.55
CO-5	3	3	3	3	3	5	3	3	3	3	5	3.36
Overall Mean Score												3.64

Result: The score for this course is **3.64** (High Relationship)

Note:

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

Values Scaling:

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

Cost accounting - Meaning, nature, scope and functions, need, importance and limitations- Cost concepts and classification - cost sheets. **(15 Hours)**

UNIT II

Management accounting - Meaning, nature, scope and functions, need, importance and limitations - Management Accounting vs. Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements - Nature, objectives, essentials and tools, methods - Comparative Statements, Common Size statement and Trend analysis. **(15 Hours)**

UNIT III

Ratio Analysis - Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, Turnover. **(15 Hours)**

UNIT IV

Budgeting and Budgetary control - Meaning, objectives, merits and demerits - Sales, Production, flexible budgets and cash budget **(15 Hours)**

UNIT V

Marginal Costing - CVP analysis - Break even analysis (Basic Calculation) **(15 Hours)**

COURSE BOOK:

- ❖ E.Gordon, N.Sundram, M.Sriram, Management Accounting Principles and Practice, Himalaya Publishing House 2018.

BOOKS FOR REFERENCE:

1. T. S. Reddy and Hari Prasad Reddy- Management Accounting, Margham Publication, 2016.
2. Antony Atkinson, Rebert S Kalpan, Advance Management Accounting, Pearson Publications, 2015.
3. Horngren Sunderu Stratton, Introduction to Management Accounting, Pearson Education, 2013.
4. Rajiv Kumar Goel & Ishaan Goel, Concept Building Approach to Management Accounting, 2019.
5. Colin Drury, Management and Cost Accounting (with Course Mate and eBook Access), Cengage, 2015.

WEB RESOURCES

1. <https://www.toppr.com/guides/fundamentals-of-accounting/fundamentals-of-cost-accounting/meaning-of-management-accounting/>
2. <https://efinancemanagement.com/financial-accounting/management-accounting>
3. <http://www.accountingnotes.net/management-accounting/management-accountingmeaning-limitations-and-scope/5859>
4. <https://www.wallstreetmojo.com/ratio-analysis/>
5. <http://www.accountingnotes.net/cost-accounting/variance-analysis/what-is-varianceanalysis-cost-accounting/10656>

INTERNATIONAL TRADE

Semester: II

Hours: 5

Code : 23BB2AC2A

Credit: 4

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Understand the basic concepts of domestic and international trade	PSO-1	K1
CO-2	Acquire knowledge on global perspective of trade	PSO-2	K2
CO-3	Demonstrate the ability to communicate effectively	PSO-3	K3
CO-4	Analyze the cost effectiveness, receipts, payments and the sources of mobilizing fund for international trade in global context	PSO-5	K4
CO-5	Understand the ethical implication of business decision making and recognize ethical dilemmas	PSO-4	K5

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

Semester: II		INTERNATIONAL TRADE										Hours: 5
Code : 23BB2AC2A												Credit: 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	3	3	5	3	5	3	3	3	3	3.55
CO-2	3	5	3	4	3	3	3	5	4	3	3	3.55
CO-3	3	4	3	5	3	3	3	4	5	3	3	3.55
CO-4	4	3	3	3	4	5	4	3	3	3	5	3.64
CO-5	3	3	5	3	3	3	3	3	3	5	3	3.36
Overall Mean Score												3.53

Result: The score for this course is **3.53** (High Relationship)

Note:

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

Values Scaling:

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

Difference between Internal and International Trade - Importance of International Trade in the Global context. **(15 Hours)**

UNIT II

Theories of Foreign Trade: - Absolute, Comparative, equal cost differences (Adam Smith, Ricardo, Haberler's Heckscher-Ohlin theories only) **(15 Hours)**

UNIT III

Balance of Trade, Balance of Payment - Concepts - Causes of Disequilibrium, Methods to Correct Disequilibrium - Fixed and Floating Exchange Rates **(15 Hours)**

UNIT IV

International Monetary Fund - IMF - International Liquidity- IBRD- WTO and its implications with special reference to India. **(15 Hours)**

UNIT V

International business Overview - globalization - MNC - FDI - Export management - significance to GDP- Export procedure & documentation. **(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. Dr. S.Sankaran; International Trade, Margham publication, 2019.
2. Amrita Narlikar; International Trade and Developing Countries: Bargaining Coalitions in the GATT & WTO, Routledge, 2016.
3. Francis Cherunilam; International Trade & Export Management, Himalaya Publications, 20th edition, 2017.
4. V.K. Bhalla, International Business, SCHAND publications, First edition, 2013.
5. Avinash Dixit; Theory of International Trade, Cambridge University Press, 2016.

WEB RESOURCES

1. <https://Chromeextension://efaidnbmnnnibpcajpcgltclfindmkaj/>
2. <http://bgc.ac.in/pdf/study-material/International-Trade.pdf>
3. <https://www.britannica.com/topic/international-trade>
4. <https://www.imf.org/external/pubs/ft/fund/basics/trade.html>

BUSINESS ECONOMICS

Semester: II

Hours: 5

Code : 23BB2AC2B

Credit: 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	K1
CO-2	Applying the factors influencing pricing and framing suitable price policies.	PSO-2	K2
CO-3	Determine profit targets, techniques and sources and prepare different profit planning methods.	PSO-3	K3
CO-4	Gain exposure on different theories of profit and prepare suitable profit policies.	PSO-5	K4
CO-5	Acquire knowledge on the significance of national income.	PSO-4	K5

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

Semester: II		BUSINESS ECONOMICS										Hours: 5
Code : 23BB2AC2B												Credit: 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	3	3	5	3	5	3	3	3	3	3.55
CO-2	3	5	3	4	3	3	3	5	4	3	3	3.55
CO-3	3	4	3	5	3	3	3	4	5	3	3	3.55
CO-4	4	3	3	3	4	5	4	3	3	3	5	3.64
CO-5	3	3	5	3	3	3	3	3	3	5	3	3.36
Overall Mean Score												3.53

Result: The score for this course is **3.53** (High Relationship)

Note:

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

Values Scaling:

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

WEB RESOURCES

1. <https://www.studocu.com/row/document/azerbaycan-dovlet-iqtisad-universiteti/business-and-management/lecture-notes-on-managerial-economics/6061597>
2. <http://www.simplynotes.in/e-notes/mbabba/managerial-economics/>
3. <https://businessjargons.com/determinants-of-elasticity-of-demand.html>
4. <http://www.economicdiscussion.net/laws-of-production/laws-of-production-laws-of-returns-to-scale-and-variable-proportions/5134>
5. <https://www.intelligenteconomist.com/profit-maximization-rule/>

ABILITY ENHANCEMENT COURSE-2 (AEC-2)**SUSTAINABILITY LIFE SKILLS****PROGRAMME OUTCOMES**

PO. NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO
1.	Gain theoretical knowledge and apply the expertise in different fields.
2.	Acquire Industry specific skills and can emerge as entrepreneurs.
3.	Develop critical and rational thinking to solve societal issues.
4.	Explore the knowledge and acclimatize it in the ever changing work environment.
5.	Evolve theories and develop innovative discipline specific ideas.
6.	Comprehend the nuances and develop innovative, discipline-specific ideas.

PROGRAMME SPECIFIC OUTCOMES

PSO. NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO	PO MAPPED
1.	Develop self-awareness, empathy and problem-solving.	PO-1
2.	Apply critical thinking, leadership and creativity.	PO-2
3.	Gain entrepreneurial, management and communication skills.	PO-3
4.	Practice digital responsibility, inclusiveness and technology use.	PO-4, PO-6
5.	Promote SDGs, community empowerment and sustainability.	PO-5

SUSTAINABILITY LIFE SKILLS

Semester: II

Hours: 2

Code : 23AE2VE02

Credit: 2

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Recall and describe concepts of self-awareness, empathy and stress management.	PSO-1	K1
CO - 2	Explain and interpret critical thinking, leadership, motivation and creativity.	PSO-2	K2
CO - 3	Apply entrepreneurial, financial and time-management skills in practical contexts.	PSO-3	K3
CO - 4	Analyze digital responsibility, inclusiveness and safe social media practices.	PSO-4	K4
CO - 5	Evaluate the relevance of Sustainable Development Goals for personal and social growth.	PSO-5	K5

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

Semester: II		SUSTAINABILITY LIFE SKILLS										Hours: 2
Code : 23AE2VE02												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	2	3	3	4	3	5	2	3	3	4	3.36
CO - 2	3	5	3	2	4	2	3	5	3	2	4	3.27
CO - 3	3	2	5	3	4	3	3	2	5	3	4	3.36
CO - 4	2	3	4	5	3	5	2	3	4	5	3	3.55
CO - 5	2	4	4	3	5	3	2	4	4	3	5	3.55
Overall Mean Score												3.41

Result: The score for this course is **3.41** (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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UNIT I**6 Hours**

Self - Awareness - Empathy - Sympathy - Self-management - Stress Management- Interpersonal Relationship-Accepting Criticism- Problem Solving.

UNIT II**6 Hours**

Lateral thinking-Reasoning-motivation and goal setting- Critical thinking-leadership qualities- Social Etiquettes- Positive attitude- Creativity and components of creativity.

UNIT III**6 Hours**

Entrepreneurial Skills- Money Management-Time Management-Communication-Digital Marketing, Questioning, Observing, Networking

UNIT IV**6 Hours**

Safe Usage of social media- Gender Sensitivity-Inclusiveness-Morphing - Cyber Bulling- some useful apps- mPassport Seva- mParivahan- epathshala -epariksh- Aarogya sethu- Indian Police at your call- mAadhaar- GST Rate Finder-Umang- Sarkari Naukri-SWAYAM.

UNIT V**6 Hours**

Sustainable Development Goals.

1.No Poverty, 2.Zero Hunger 3.Good Health and Well-being 4.Quality Education 5.Gender Equality 6.Clean Water and Sanitation 7.Affordable and Clean Energy 8.Decent Work and Economic Growth 9.Industry, Innovation and Infrastructure 10.Reduced Inequality 11.Sustainable Cities and Communities 12. Responsible Consumption and Production 13. Climate Action 14. Life Below Water 15. Life on Land 16. Peace, Justice and Strong Institutions 17. Partnerships for the Goal.

COURSE TEXT:

❖ Prepared by the members of Foundation Course.

BOOKS FOR REFERENCE:

1. Pearson, Mark. *Emotional Healing & Self-Esteem*, Australian Educational Research, 1998.
2. Kemp. Sid. *Project Management for Small Business Made Easy*, Entrepreneur Press, 2006.
3. Oxley, Alan. *Security Risks in Social Media Technologies. Safe Practices in Public Service Applications*, Chandos Publishing, 2013.
4. Bigg, Tom & Mohammed Valli Moosa, editors. *Survival for a Small Planet: The Sustainable Development Agenda*, Earthscan Publications Ltd, 2004.

WEB-SOURCES

1. <https://www.skillsyouneed.com/rhubarb/core-life-skills.html>
2. <http://www.linkedin.com/pulse/what-makes-positive-attitude-10-components-gary>
3. <http://ifflab.org/how-to-prevent-cyber-bullying-anti-cyber-bullying-law-in-india/>
4. <http://www.sciencedaily.com/terms/morphing.htm#:text=Morphing%20is%20special%20effect,little%20instruction%20from%20the%20user.>
5. <https://apps.gov.in/apps>
6. <https://sdgs.un.org/goals>
7. <https://www.indeed.com/career-advice/career-development/entrepreneurial-skills>

EFFECTIVE ENGLISH

Semester: II

Hours: 2

Code : 23SE2CE02

Credit: 2

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Identify their abilities to become better speakers and communicators	PSO-1	K1
CO - 2	Relate their speaking ability in English both in terms of fluency and comprehensibility.	PSO-2	K2
CO - 3	Modify their vocabulary in the context for communication	PSO-4	K3
CO - 4	Analyze their formal and informal communications with better use of words in appropriate contexts	PSO-5	K4
CO - 5	Assess conversations and present their viewpoints and opinions	PSO-3	K5

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

Semester: II		EFFECTIVE ENGLISH										Hours: 2
Code : 23SE2CE02												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	3	3	3	3	3	5	3	3	3	3	3.36
CO - 2	4	3	3	5	3	3	4	5	3	3	3	3.55
CO - 3	4	2	2	2	5	2	4	2	2	5	2	2.91
CO - 4	4	5	3	3	3	5	4	3	3	3	5	3.73
CO - 5	4	3	5	3	3	3	4	3	5	3	3	3.55
Overall Mean Score												3.42

Result: The score for this course is **3.42** (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: Easy Enacting**6 Hours****Orator - Chamber 4 (Paper 1)**

Introducing oneself (Unit 4, Lesson 2)

Student and Teacher (Unit 3 Lesson 3)

In a College Campus (Unit 4, Lesson 1)

Orator- Chamber 4 (Paper 2)

Introducing a Person (Unit 1, Lesson 3)

Inviting for a Birthday Party Unit 2, Lesson 1 & 2)

Ordering for Food (Unit 1, Lesson 4)

UNIT II: Perfecting Phrasal Verbs**6 Hours****Orator- Chamber 3**

Phrasal Verbs in Conversation

Phrasal Verbs for Situations (Describing Place, Time, Daily Routines, Feelings, Health and Socializing)

UNIT III: Captivating Collocation**6 Hours****Orator- Chamber 4**

Types of Collocation

Collocation for Situations

UNIT IV: Idiomatic Expression**6 Hours****Orator- Chamber 5**

Idioms for Conversation

Idioms for Situations

UNIT V: Grammar for Life**6 Hours****Orator- Chamber 7**

Articles, Prepositions, Pronouns, Tenses, Modals (Unit 1 to 5)

INTERNAL COMPONENTS

Test 1	40
Test 2	40
Situational Conversation	10
Designing Brochure/Invitation	5
Attendance	5
Total	100

பொதுத்தமிழ் - 3 (பிற துறை மாணவிகளுக்கு மட்டும்)

பருவம்: மூன்று

நேரம்: 6

குறியீடு: 23GT3GS03

புள்ளி: 3

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	காப்பியங்களின் வழி வாழ்வியல் சிந்தனையை அறிவர்.	PSO-5	K1
CO - 2	காப்பியங்களில் தமிழ்மொழியின் உயர்வை உணர்வர்.	PSO-2	K2
CO - 3	சமகாலப் படைப்புகளின் சிறப்புக்கருகளைப் பயன்படுத்தும் ஆற்றலை அறிந்து கொள்வர்.	PSO-3	K3
CO - 4	காப்பியங்கள் மூலம் இலக்கியங்களின் முக்கியத்துவத்தைப் பகுத்தாராயும் திறனை அறிவர்.	PSO-4	K4
CO - 5	மாணவர்கள் படைப்புத்திறனை மதிப்பீடு செய்ய அறிந்து கொள்வர்.	PSO-1	K5

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

Semester: III		பொதுத்தமிழ் - 3 (பிற துறை மாணவிகளுக்கு மட்டும்)										Hours: 6
Code : 23GT3GS03												Credit: 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	4	5	4	4	3	4	4	3	5	3.82
CO - 2	3	3	4	4	5	5	3	5	4	3	4	3.91
CO - 3	3	4	5	4	4	4	4	4	5	3	4	4.00
CO - 4	5	3	3	4	4	4	3	4	3	5	4	3.82
CO - 5	3	5	4	3	3	3	5	3	4	3	3	3.55
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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அலகு 1: பெருங்காப்பியங்கள்

சிலப்பதிகாரம்	-	வழக்குரை காதை	
மணிமேகலை	-	ஆதிரை பிச்சையிட்ட காதை	
சீவகசிந்தாமணி	-	பூமகள் இலம்பகம் (பாடல் எண் 2327 - 2336)	
		“கண்ணாடி யன்ன.... ” முதல் “தேம்பெய் கற்பகத்.. வரை	
வளையாபதி	-	கற்பில் மகளிர் (பாடல் எண் - 8, 9, 10, 11)	
		“பள்ள முதுநீர்ப்	
		“உண்டியுட் காப்புண்	
		“ எத்துணை யாற்று”	
		“தனிப்பெயற் றண்டுளி	18 Hours

அலகு 2: சமயக் காப்பியங்கள்

பெரியபுராணம்	-	பூசலார் நாயனார் புராணம்	
கம்பராமாயணம்	-	மந்தரை சூழ்ச்சிப்படலம் (பாடல் எண் 1399 - 1428)	
		“ஆண்டை அந்நிலை	
		முதல் “ஏனைநீதி இணையன” வரை	
வில்லிபாரதம்	-	மற்போர் சருக்கம்	
சீறாப்புராணம்	-	புலிவசனித்த படலம்	18 Hours

அலகு 3: புதினம்

வஞ்சிமாநகரம் (வரலாற்றுப் புதினம்)		18 Hours
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அலகு 4

பாடம் தழுவிய இலக்கிய வரலாறு		18 Hours
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அலகு 5

மொழித்திறன்		
1. நூல் மதிப்புரை 2. கடிதம் வரைதல்		18 Hours

பாடநூல்கள்

தமிழ்த்துறை வெளியீடு (தொகுப்பு)	-	பொதுத்தமிழ் - 3	
		ஜெயராஜ் அன்னபாக்கியம் மகளிர் கல்லூரி	
		(தன்னாட்சி), பெரியகுளம்.	
முனைவர் சி. பாலசுப்பிரமணியன்	-	தமிழ் இலக்கிய வரலாறு	
		பாவை பப்ளிகேஷன்ஸ்,	
		சென்னை - 60. இரண்டாம் பதிப்பு - 2016.	
நா. பார்த்தசாரதி	-	வஞ்சி மாநகரம் (வரலாற்றுப் புதினம்)	
		பாவை பப்ளிகேஷன்ஸ், சென்னை - 600 014	
		முதற்பதிப்பு ஏப்ரல் 2012	

பார்வை நூல்கள்

- | | |
|--|--|
| ந.மு. வேங்கட சாமி நாட்டார் (உ.ஆ) | - சிலப்பதிகாரம் மூலமும் உரையும், ராமையா பதிப்பகம், சென்னை - 14, 10 ஆம் பதிப்பு 2019. |
| ந.மு. வேங்கடசாமி நாட்டார்,
ஒளவை சு.துரைசாமிப்பிள்ளை (உ.ஆ) | - மணிமேகலை மூலமும் உரையும் சாரதா பதிப்பகம், சென்னை - 600014 ஏழாம் பதிப்பு 2019 |
| உரை ஆசிரியர் குழு | - சீவக சிந்தாமணி மூலமும் உரையும், சாரதா பதிப்பகம், சென்னை - 14 2 ஆம் பதிப்பு - 2020 |
| புலமை வேங்கடாசலம் | - வளையாபதி, பாவை பப்ளிகேஷன்ஸ் சென்னை - 14 முதல் பதிப்பு மே 2006 |
| கவிஞர் வ.த.இராமசுப்பிரமணியம் எம்.ஏ (உ.ஆ) - | பெரியபுராணம் மூலமும் தெளிவுரையும் இரண்டாம் காண்டம், வெங்கட் நாராயணா ரோடு, டி. நகர், சென்னை -17. முதற்பதிப்பு மார்ச்சு 2004 |
| பேராசிரியர் அ.ச. ஞானசம்பந்தன்
முதன்மைப் பதிப்பாசிரியர் | - கம்பராமாயணம் அயோத்தியா காண்டம் 2 நியூ செஞ்சுரி பக்ஹவுஸ் (பி.லிட்) சென்னை - 98. முதல் பதிப்பு டிசம்பர் 2012. |
| எஸ்.விசுவநாதன் (பதிப்பாசிரியர்) | - வில்லிபாரதம் இரண்டாம் பாகம் தம்பி செட்டி தெரு சென்னை -1 முதல் பதிப்பு 1959 |

Poetry and History of Hindi Literature, Technical Hindi

Semester: III

Hours: 5

Code : 23GH3GS03

Credit: 3

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Learn the reform work done by Saint Kabirdas and Saint Tulasidas	PSO-1	K1
CO - 2	Develop Official and General Knowledge.	PSO-4	K2
CO - 3	Know the Origin of Bhakthi Movement.	PSO-2	K3
CO - 4	Develop Analysis Skills.	PSO-3	K4
CO - 5	Creative Writing will be Developed.	PSO-5	K5

UNIT I**(15 Hours)**

- ❖ Sachche Devtha
- ❖ Kabir Ke Dohe - 5 numbers
- ❖ “Gyan Margi Shakha - Prominent Poets and their Poems” - Kabirdas in detailed.

UNIT II**(15 Hours)**

- ❖ Murjhaphool
- ❖ Tulasi Ke Dohe - 5 numbers
- ❖ “Ram Bhakthi Shakha - Prominent Poets and their Poems” -Tulasidas in detailed.

UNIT III**(15 Hours)**

- ❖ Vivashtha
- ❖ Deep Koyee Jal Raha Hai
- ❖ “Krishna Bhakthi Shakha - Prominent Poets and their Poems” - Surdas in detailed.

UNIT IV**(15 Hours)**

- ❖ Badhal
- ❖ “Prem Margi Shakha - Prominent Poets and their Poems” - Jayasi in detailed.
- ❖ Technical Hindi:
 - Banking Terms : 50 only
 - Name of the Ministries: 50 only

UNIT V**(15 Hours)**

- ❖ Vashand Aayaa
- ❖ Short Notes from Reethikal and Adunikkal: Chayavad , Mythili Sharan, Meera Bhaayi, Ameer Khusro.
- ❖ Technical Hindi: E-mail kaa Upayog

COURSE BOOKS:

1. Kavya Saurab Published by Dakshina Bhaaritha Hindi Prachar Sabha, T. Nagar, Chennai-600 017.

The following poems have been prescribed

- ❖ Sachche Devtha - Ayodhya Singh Upadhyay Harioudh
- ❖ Murjhaphool - Mahadevi Varma
- ❖ Vivashtha - Shivamangala Simh Suman
- ❖ Deep Koyee Jal Raha Hai - Ramnaresh Thiripati
- ❖ Badhal - Sumithranandhan panth
- ❖ Vashand Aayaa - Suryakanth Thiripati Niraalaa
- ❖ Kabir ke Dohe
- ❖ Tulasi ke Dohe

2. Hindi Sahithiya kaa Sanchiptha Ithihaas - Published by Dakshina Bharath Hindi Prachar Sabha, Thyagaraya Nagar, Chennai - 600 017.

The following Bakthi kaal have been prescribed

- ❖ Gyan marg, Prem maarg, Rambakthi, Krishnabakthi
- ❖ Adunikkal & Reethikkal Notes: Chayavad , Mythili Sharan, Meera Bhaayi, Ameer Khusro.

BOOKS FOR REFERENCE:

1. Technical Hindi - Karyalaya Sahayika, Kendriya Sachivalaya Hindi Parishad New Delhi, Hindi Vathayan Dr.K.Chandra Mohan, Viswa Vidhyalaya Prakashan Varanashi.

The following topics have been prescribed

- ❖ Banking Terms - 50 only
- ❖ Name of the Ministries - 50 only
- ❖ E-mail kaa Upayog

COMMUNICATIVE ENGLISH - III

Semester: III

Hours: 4

Code : 23GE3GS03

Credit: 3

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Identify cultural diversity and divergence in perspectives.	PSO-3	K1
CO - 2	Interpret their skills and attitudes relevant to the emerging society.	PSO-2	K2
CO - 3	Produce grammatically and idiomatically correct language.	PSO-1	K3
CO - 4	Categorize the writing techniques to meet academic and professional needs.	PSO-4	K4
CO - 5	Plan for career oriented tests with sufficient practice in Grammar and Comprehension.	PSO-5	K5

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

Semester: III		COMMUNICATIVE ENGLISH - III										Hours: 4
Code : 23GE3GS03												Credit: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	3	5	2	2	3	3	2	5	2	3	3.0
CO - 2	3	2	2	5	2	2	3	5	2	2	2	2.73
CO - 3	5	3	3	2	2	3	5	2	3	2	3	3.0
CO - 4	3	3	2	3	5	3	3	3	2	5	3	3.18
CO - 5	2	5	2	2	4	5	2	2	2	4	5	3.18
Overall Mean Score												3.02

Result: The score for this course is **3.02** (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: POETRY**12 Hours**

- Mamang Dai - "The Voice of the Mountains"
Toru Dutt - "Sita"
Oodgeroo Noonuccal - "A Song of Hope"
Christina Rossetti - "In an Artist's Studio"

UNIT II: SCENES FROM SHAKESPEARE**12 Hours**

- Romeo & Juliet* - The Balcony Scene
Macbeth - The Banquet Scene
Julius Caesar - The Murder Scene

UNIT III: SPEECHES OF FAMOUS PERSONALITIES**12 Hours**

- Jawaharlal Nehru - "A Tryst with Destiny"
Barack Obama - "Yes, We Can"
Steve Jobs - "You've Got to Find What You Love"

UNIT IV: GRAMMAR IN CONTEXT**12 Hours**

- Articles, Determiners and Quantifiers
Linking Words/ Connectives
Compound Words
Direct and Reported Speech

UNIT V: LANGUAGE COMPETENCY

- Writing letters and emails
Writing in Social media platforms
[Blogs, X, Instagram, Facebook]
Learning etiquette and Email Etiquette

12 Hours**COURSE BOOKS:**

- ❖ Course Materials will be provided by the Department of English.
- ❖ 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.

BOOKS FOR REFERENCE

1. Stanley Wells, *The Shakespeare Book: Big Ideas Simply Explained*, DK Publishing, 2015.
2. Jeane Kelly Bernish, *Build a Professional Digital Profile*. Kindle Edition, Bernish Communications Associates, LLC; 1st edition, 2012.
3. Krysia M Yardley- Matwiejczuk, *Role Play-Theory and Practice*. SAGE publications ltd, 1997.

WEB SOURCES

<https://www.scribd.com/document/558838656/The-Voice-of-the-Mountain-By->

[Mamang-Dai-Adivasi-Resurgence](#)

<http://www.wordslikethis.com.au/a-song-of-hope/>

<https://www.poetryfoundation.org/poems/146804/in-an-artist39s-studio>

<https://www.poetrynook.com/poem/s%E2%94%9C%C2%ABta>

<https://www.cam.ac.uk/files/a-tryst-with->

[destiny/index.html#:~:text=Jawaharlal%20Nehru%2C%20delivering%20his%20](#)

[Tryst%20with%20Destiny%20speech.&text=%22Long%20years%20ago%20we%20](#)

[made,awake%20to%20life%20and%20freedom.](#)

MARKETING MANAGEMENT

Semester: III

Hours: 5

Code : 23BB3MC05

Credit: 4

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Identify the core concepts of functional areas of Marketing and its Factors.	PSO-1	K1
CO-2	Infer the nature of product, Pricing Decisions and Product Life Cycle.	PSO-5	K2
CO-3	Articulate the Marketing Channels, Distribution Problems and Buyer Behaviour.	PSO-3	K3
CO-4	Correlate the Sales Forecasting, CRM and Customer loyalty.	PSO-4	K4
CO-5	Reframe the latest trends in market, Physical Distribution and Digital Marketing.	PSO-2	K5

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

Semester: III		MARKETING MANAGEMENT										Hours: 5
Code : 23BB3MC05												Credit: 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	3	4	5	3	5	3	4	3	3	3.73
CO-2	3	4	3	3	3	5	3	4	3	3	5	3.55
CO-3	3	3	3	5	3	3	3	3	5	3	3	3.36
CO-4	3	3	5	3	3	3	3	3	3	5	3	3.36
CO-5	3	5	3	3	3	4	3	5	3	3	4	3.55
Overall Mean Score												3.51

Result: The score for this course is **3.51** (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

Fundamentals of Marketing - Role of Marketing - Relationship of Marketing with Other Functional Areas- Concept of Marketing Mix - Marketing Approaches - Various Environmental Factors Affecting the Marketing Functions. **(15 Hours)**

UNIT II

Product - Characteristics - Benefits - Classifications - Consumer Goods - Industrial Goods. New Product Development Process - Product Life Cycle. Branding - Packaging. Pricing - Factors Influencing Pricing Decisions - Pricing Objectives. Market Segmentation - Need and Basis of Segmentation - Targeting - Positioning. **(15 Hours)**

UNIT III

Physical Distribution: Importance - Various Kinds of Marketing Channels - Distribution Problems. A Brief Overview of: Advertising - Publicity -Public Relation - Personal Selling - Direct Selling and Sales Promotion - Buyer Behavior -Buying Motives - Factors Influencing Buyer Behaviour. **(15 Hours)**

UNIT IV

Sales Forecasting - Various Methods of Sales Forecasting - Sales Management: Motivation, Compensation and Control of Salesmen - CRM - Importance - Types of Media & its Characteristics- Print - Electronic - Outdoor - Internet- A tool to customer loyalty. **(15 Hours)**

UNIT V

Digital Marketing: Introduction, Types (Search Engine Marketing, Social Media Marketing, Content Marketing, Email Marketing, Mobile Marketing) - Applications & Benefits - IMC (Integrated marketing communication): - Definition, Process, Need & Significance. **(15 Hours)**

COURSE BOOK:

- ❖ Kathiresan Dr. Radha, *Marketing Management*, Prasanna Publishers & Distributors, 2010.

BOOKS FOR REFERENCE:

1. Philip Kotler, *Marketing Management*, 11th edition, Pearson Education (Singapore) Pvt. Ltd, New Delhi, 2003.
2. V.S. Ramaswamy & S. Namakumari, *Principles of Marketing*, first edition, S.G. Wasani / Macmillan India Ltd, 1994.
3. Cranfield, *Marketing Management*, Palgrave Macmillan, 2016.
4. Harsh V Verma & Ekta Duggal, *Marketing*, Oxford University Press, 2017.
5. Sontakki C.N, *Marketing Management*, Kalyani Publishers, Ludhiana, 2015.

WEB RESOURCES

1. [http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip Kotler%5D Marketing Management 14th Edition%28BookFi%29.pdf](http://eprints.stiperdharmawacana.ac.id/24/1/%5BPhillip%20Kotler%5D%20Marketing%20Management%2014th%20Edition%28BookFi%29.pdf)
2. <https://mrcet.com/downloads/MBA/digitalnotes/Marketing%20Management.pdf>
3. <https://www.enotesmba.com/2013/01/marketing-management-notes.html>
4. [Industrial Marketing Management | Journal | ScienceDirect.com by Elsevier](#)
5. [Journal of Marketing Management | Taylor & Francis Online \(tandfonline.com\)](#)

ORGANIZATIONAL BEHAVIOUR

Semester: III

Hours: 5

Code : 23BB3MC06

Credit: 4

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Define Organizational behaviour, intelligence through Personality Tests	PSO-1	K1
CO-2	Interpret motivational techniques and theories through Employees attitude.	PSO-5	K2
CO-3	Apply Work place environment.	PSO-3	K3
CO-4	Categorize Group dynamics, Sociometry and Cohesiveness	PSO-4	K4
CO-5	Reframe Organizational culture and climate, Organizational Development.	PSO-2	K5

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

Semester: III		ORGANIZATIONAL BEHAVIOUR										Hours: 5
Code : 23BB3MC06												Credit: 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	3	3	5	4	5	3	3	3	4	3.73
CO-2	3	3	3	4	3	5	3	3	4	3	5	3.55
CO-3	4	3	3	5	4	3	4	3	5	3	3	3.64
CO-4	3	3	5	3	3	3	3	3	3	5	3	3.36
CO-5	4	5	3	3	4	3	4	5	3	3	3	3.64
Overall Mean Score												3.58

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

Note:

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

Values Scaling:

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

Need and scope of organizational behaviour - Theories of organization - Individual difference Vs Group intelligence tests -Measurement of intelligence - Personality Tests - Nature - Types and uses of perception **(15 Hours)**

UNIT II

Motivation - Financial and non -Financial motivational techniques - Job satisfaction - meaning - Factors - Theories -Measurement -Morale - Importance - Employee attitudes and behavior and their significance to employee productivity. **(15 Hours)**

UNIT III

Work environment - good house-keeping practices - Design of work place - Fatigue & stress - Causes and prevention and their importance - Work place counseling - Leadership -Types and theories of leadership. **(15 Hours)**

UNIT IV

Group dynamics - Cohesiveness - Co-operation - Competition - Resolution - Sociometry - Group norms - Role position status. **(15 Hours)**

UNIT V

Organizational culture and climate - Organizational Development. **(15 Hours)**

COURSE BOOK:

- ❖ K.Sundar J. Srinivasan, Elements of Organizational Behaviour, Vijay Nicole Imprints Private Limited, Chennai, 2017

BOOKS FOR REFERENCE:

1. J. Jayasankar, Organizational Behaviour, Margham Publications, Chennai, 2017.
2. Uma Sekaran, Organizational Behaviour Text & cases, 2nd edition, Tata McGraw Hill Publishing CO. Ltd, 2007.
3. Gangadhar Rao, Narayana, V.S.P Rao, Organizational Behaviour, Konark Publishers Pvt. Ltd, 1st edition, 2000.
4. John Newstrom, *Organizational Behaviour: Human Behaviour at Work*, McGraw Hill Education; 12th edition, 2017.
5. Fred Luthans, *Organizational Behaviour*, Tata Mc Graw Hill, 2017.

WEB RESOURCES

1. <https://www.iedunote.com/organizational-behavior>
2. <https://www.london.edu/faculty-and-research/organisational-behaviour>
3. [Journal of Organizational Behavior on JSTOR](#)
4. [International Journal of Organization Theory & Behavior | Emerald Publishing](#)
5. <https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf>

BUSINESS STATISTICS

Semester: III

Hours: 5

Code : 23BB3AC3A

Credit: 4

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Describe the Statistical Data, Graphs and Diagrams	PSO-1	K1
CO-2	Understand the term Measures of Variation, Correlation and Regression.	PSO-3	K2
CO-3	Apply Time Series and Seasonal Variations.	PSO-5	K3
CO-4	Correlate Index Numbers, Statistical quality control.	PSO-2	K4
CO-5	Evaluate the term Testing of hypothesis.	PSO-4	K5

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

Semester: III		BUSINESS STATISTICS										Hours: 5
Code : 23BB3AC3A												Credit: 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	3	3	5	4	5	3	3	3	4	3.73
CO-2	3	3	3	5	3	3	3	3	5	3	3	3.36
CO-3	3	3	3	3	3	5	3	3	3	3	5	3.36
CO-4	4	5	3	3	4	4	4	5	3	3	4	3.82
CO-5	3	3	5	3	3	3	3	3	3	5	3	3.36
Overall Mean Score												3.53

Result: The score for this course is **3.53** (High Relationship)

Note:

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

Values Scaling:

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

Introduction - Meaning and Definition of Statistics - Collection and Tabulation of Statistical Data - Presentation of Statistical Data - Graphs and Diagrams- Measures of Central Tendency - Arithmetic Mean, Median and Mode - Harmonic Mean and Geometric Mean. **(15 Hours)**

UNIT II

Measures of Variation - Standard Deviation -Mean deviation - Quartile deviation- Skewness and kurtosis - Lorenz Curve -Simple Correlation - Scatter Diagram - Karl Pearson's Correlation - Rank Correlation - Regression. **(15 Hours)**

UNIT III

Analysis of Time Series - Methods of Measuring Trend and Seasonal Variations. **(15 Hours)**

UNIT IV

Index Numbers - Consumer Price Index - And Cost of Living Index- Statistical quality control. **(15 Hours)**

UNIT V

Testing of hypothesis - Chi-Square test, T Test, F Test, ANOVA. **(15 Hours)**

COURSE BOOK:

- ❖ Dr. M. Manoharan Statistical Methods, Palani Paramount Publications, Palani, 2018.

BOOKS FOR REFERENCE:

1. S.P. Rajagopalan R. Sattanathan, Business Statistics Vijay Nicole Imprints Private Limited, Chennai, 2015
2. K. Alagar, Business Statistical, McGraw- Hill Education Private Limited, New Delhi, 2009.
3. S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, New Delhi, 2007.
4. J.K. Sharma, Business Statistics, Pearson Education, New Delhi, 2007.
5. Dr. S. P. Rajagopalan, Business Statistics & OR - Tata McGraw-Hill, 2008

WEB RESOURCES

1. <https://theintactone.com/2019/09/01/ccsubba-204-business-statistics/>
2. <https://ug.its.edu.in/sites/default/files/Business%20Statistics.pdf>
3. <http://www.statisticshowto.com>
4. <https://statisticsbyjim.com/basics/measures-central-tendency-mean-median-mode/>
5. <https://www.toppr.com/guides/business-mathematics-and-statistics/index-numbers/>

OPERATIONS RESEARCH

Semester: III

Hours: 5

Code : 23BB3AC3B

Credit: 4

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Define transportation problem, Assignment problem, Network models, Game Theory.	PSO-1	K1
CO-2	Understand North-west corner rule, Vogel's approximation method to find the optimal solution.	PSO-3	K2
CO-3	Relate the term unbalanced assignment problem and Sequencing Problem.	PSO-5	K3
CO-4	Illustrate PERT and CPM Network Models.	PSO-2	K4
CO-5	Reframe transportation problem, Assignment problem, Network models, Game Theory.	PSO-4	K5

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

Semester: III		OPERATIONS RESEARCH										Hours: 5
Code : 23BB3AC3B												Credit: 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	3	3	5	4	5	3	3	3	4	3.73
CO-2	3	3	3	5	3	3	3	3	5	3	3	3.36
CO-3	3	3	3	3	3	5	3	3	3	3	5	3.36
CO-4	4	5	3	3	4	4	4	5	3	3	4	3.82
CO-5	3	3	5	3	3	3	3	3	3	5	3	3.36
Overall Mean Score												3.53

Result: The score for this course is **3.53** (High Relationship)

Note:

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

Values Scaling:

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

Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP- simple problems. **(15 Hours)**

UNIT II

Transportation problem- Basic definitions, formulation of transportation problem as LPP, finding an initial basic feasible solution- North -west corner rule, row minima method, column minima method, least cost entry method-Vogel's approximation method to find the optimal solution. **(15 Hours)**

UNIT III

Assignment problem-Hungarian method- Minimization and Maximization case, unbalanced assignment problem. Sequencing Problem-Processing n jobs on 2 machines, processing n jobs on 3 machines, processing n jobs on m machines. **(15 Hours)**

UNIT IV

Network models-PERT and CPM - difference between PERT and CPM- constructing network- critical path, various floats, three-time estimates for PERT. **(15 Hours)**

UNIT V

Game Theory - Maximin - Minmax criterion, Saddle point, Dominance property, Graphical method for solving $2 \times n$ and $m \times 2$ game. **(15 Hours)**

COURSE BOOK:

- ❖ N.K. Tiwari Shishir K. Shandilya, Operations Research- PHI Learning Private Limited, Delhi-110092, 2013.

BOOKS FOR REFERENCE:

1. R. Panneerselvam, Operations Research - PHI Learning Private Limited, Delhi, 2013.
2. P.K. Gupta & Man Mohan, Problems in Operations Research - Sultan Chand & sons, New Delhi, 2016.
3. V.K. Kapoor, Introduction to operational Research - Sultan Chand & sons - New Delhi, 2015.
4. P. Gupta, N. Aruna Rani, M. Haritha, Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House, 2018.
5. DR H. Premraj, Elements of Operations Research, Margham publications, Chennai, 2019.

WEB RESOURCES

1. <chromeextension://efaidnbmnnnibpcajpcgclclefindmkaj/https://www.rccmindore.com/wp-content/uploads/2021/04/Operations-Research.pdf>
2. <chromeextension://efaidnbmnnnibpcajpcgclclefindmkaj/https://www.bbau.ac.in/dept/UIET/EMER601%20Operation%20Research%20Queuing%20theory.pdf>
3. <https://www.onlinemathlearning.com> › linear-programming-example
4. <https://www.kellogg.northwestern.edu> › weber › Notes 6 Decision trees
5. www.pondiuni.edu.in › sites › default › files

ENTREPRENEURIAL SKILL AND NEW VENTURE MANAGEMENT

Semester: III

Hours: 1

Code : 23SE3BB03

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 in Entrepreneurship through innovation.	PSO-1	K1
CO-2	Summarize the concept of Business Ideas and Franchising.	PSO-3	K2
CO-3	Apply the concept of Feasibility Analysis, writing a Business Plan.	PSO-4	K3
CO-4	Distill an idea to create New Venture in Entrepreneurship	PSO-2	K4
CO-5	Evaluate the concept of entrepreneurship, strategic choices, credible business plan, launch and manage the new venture and sources for financing.	PSO-5	K5

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

Semester: III		ENTREPRENEURIAL SKILL AND NEW VENTURE MANAGEMENT #										Hours: 1
Code : 23SE3BB03												Credit: 1
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	3	4	3	5	3	5	3	3	4	3	3.73
CO-2	3	3	3	5	3	4	3	3	5	3	4	3.55
CO-3	3	4	5	3	3	3	3	4	3	5	3	3.55
CO-4	4	5	3	3	4	4	4	5	3	3	4	3.82
CO-5	3	3	3	4	3	5	3	3	4	3	5	3.55
Overall Mean Score												3.64

Result: The score for this course is **3.64** (High Relationship)

Note:

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

Values Scaling:

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

Concept of Entrepreneurship - Importance of entrepreneurship, developing creativity and understanding innovation, Sources of Innovation in Business; Managing Organizations for Innovation and Positive Creativity. **(3 Hours)**

UNIT II

Developing Successful Business Ideas - Recognizing Opportunities and Generating Ideas- Entry strategies: New Product - franchising - buying an existing firm. Franchising - advantages/disadvantages of franchising - types of franchise arrangements - franchise evaluation checklist. **(3 Hours)**

UNIT III

Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis- Assessing a New Venture's Financial Strength and Viability - writing a Business Plan - Developing an Effective Business Model. **(3 Hours)**

UNIT IV

Moving from an Idea to a New Venture - Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team - Leadership - Corporate Entrepreneurship, Social Entrepreneurship. Strategic planning for business - Steps in strategic planning - Forms of ownership - Advantages/Disadvantages. **(3 Hours)**

UNIT V

Financing the New Venture - Financing entrepreneurial ventures - Managing growth; Valuation of a new company - Harvesting and Exit Strategies - Arrangement of funds - Traditional sources of financing - Alternate Source of Funding - Financial schemes offered by various financial institutions - Government Schemes that support Entrepreneurs, Start-ups, MSMEs, any new venture - rules and regulations governing support by these institutions. **(3 Hours)**

COURSE BOOK:

- ❖ Kathleen R. Allen, New Venture Creation, Cengage Publication, 2013.

BOOKS FOR REFERENCE:

1. Scarborough, N. M., Cornwall, J. R., & Zimmerer, Essentials of Entrepreneurship and Small Business Management T. Boston: Pearson Publications, 2016.
2. Agrawal, Rashmi and Mehra, Yogieta S, Project Appraisal and Management, New Delhi. Taxmann Publications, 2017.
3. Vijaya Kumar Ivaturi and Meena Ganesh, The Manual for Indian Start -ups Tools to Start and Scale - up Your New Venture by, Penguin Enterprise, 2019.
4. K. Ramachandran, Entrepreneurship Development, Indian Cases on Change Agents by Mc Graw Hill Publication, 2017.
5. Robert D. Hisrich, Michael P.Peters, Dean A. Shepherd , Sabyasachi Sinha, Entrepreneurship, 11th Edition , Mc Graw Hill Publication, 2019.

WEB RESOURCES

1. <https://www.studocu.com/en-gb/document/university-of-aberdeen/new-venture-development/new-venture-development-lecture-notes/15212217>
2. <https://core.ac.uk/download/pdf/98660713.pdf>
3. <https://ugcmoocs.inflibnet.ac.in/download/course/curriculum/nptel/noc18-mg36.pdf>
4. https://www.tutorialspoint.com/entrepreneurship_development/starting_a_business.htm
5. <https://www.entrepreneur.com/starting-a-business/10-ventures-young-entrepreneurs-can-start-for-cheap-or-free/300786>

COMPUTER APPLICATIONS IN BUSINESS – Lab

Semester: III

Hours: 2

Code : 23BB3GE01

Credit: 2

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Illustrate the Formatting Documents, Creating Tables.	PSO-1	K1
CO-2	Extract Spread sheet application, Computation Data.	PSO-3	K2
CO-3	Relate presentation, Adding Graphics.	PSO-5	K3
CO-4	Demonstrate hands on experience with Tally for business activities.	PSO-2	K4
CO-5	Defend hands on experience with Tally for reporting in business.	PSO-4	K5

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

Semester: III		COMPUTER APPLICATIONS IN BUSINESS – Lab #										Hours: 2
Code : 23BB3GE01												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	4	3	3	5	4	5	4	3	3	4	3.91
CO - 2	3	3	3	5	3	3	3	3	5	3	3	3.36
CO - 3	3	4	3	3	3	5	3	4	3	3	5	3.55
CO - 4	4	5	4	3	4	3	4	5	3	4	3	3.82
CO - 5	3	3	5	3	3	4	3	3	3	5	4	3.55
Overall Mean Score												3.64

Result: The score for this course is **3.64** (High Relationship)

Note:

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

Values Scaling:

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

Introduction, Menus, Shortcuts, Document types, working with Documents- Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, setting document styles, Creating Tables- Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, Mail merge, Printing Documents. **(6 Hours)**

UNIT II

Introduction, Spread sheet application, Menus, Tool bars and icons, Spreadsheet- Opening, saving, closing, printing file, setting margins, Converting file to different formats, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Computation Data-Setting formula, finding total in rows and columns, Tools- Error checking, spell check. **(6 Hours)**

UNIT III

Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- Setting presentation style, adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Adding Graphics-Inserting pictures, movies, tables, Adding Effects-Setting animation and transition effects, audio and video, Printing handouts. **(6 Hours)**

UNIT IV

Introduction to Tally - Features of tally, creation of company, Accounts only and Accounts with inventory, Gate way of Tally, Groups and Ledgers, Voucher entry with Bill wise details Interest computation, order processing. Reports - Profit and Loss A/C, Balance Sheet. **(6 Hours)**

UNIT V

Use Google forms to develop & share questionnaire. **(6 Hours)**

COURSE BOOK:

- ❖ P.Rizwan Ahmed; Computer Application in Business and Management, Margham Publications, 2019.

BOOKS FOR REFERENCE:

1. Bittu Kumar; Mastering Ms-Office, V & S Publishers, 2017.
2. Lisa A. Bucki, John Walkenbach, Faithe Wempen, & Michael Alexander; Microsoft Office, Wiley, 2013.
3. S.S. Shrivatsava; Ms-Office, First Edition, Laxmi Publications, 2015.
4. Google Form Made Simple The Perfect Guide to Creating and Modifying Google Forms from Beginners to Expert by Mary Brockman, 2016.
5. Taxmann's Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited, 2019.

WEB RESOURCES

1. <https://www.microsoft.com/en-us/microsoft-365/blog/>
2. <https://www.ipjugaad.com/syllabus/ggsip-university-bba-1st-semester-computer-applications-syllabus/18>
3. <https://byjus.com/govt-exams/microsoft-word/>
4. <https://edu.gcfglobal.org/en/google-forms/>
5. <https://www.tutorialkart.com/tally/tally-tutorial/>

PART IV - NATIONAL CADET CORPS

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

PROGRAMME SPECIFIC OUTCOMES (PSO)

PSO. NO.	UPON COMPLETION OF THE COURSE THE STUDENTS WILL BE ABLE TO	PO MAPPED
1	Reinforce the aims, motto, vision and mission of the NCC through the academic curriculum.	PO-1
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-4
3	Perform in social service activities and creating awareness about social evils in society.	PO-5
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-3, PO-6
5	Demonstrate “B” and “C” certificate examination of NCC helps in getting jobs in different forces and also security related jobs.	PO-2

GE - 1: NATIONAL INTEGRATION AND PERSONALITY DEVELOPMENT

Semester: III

Code : 23GE3NC01

COURSE OUTCOMES:

Hours: 2

Credit: 2

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 - 2	K1
CO - 2	Perceive the importance of Weapon training is to remove the fear of a weapon from the hearts of youth.	PSO - 3	K2
CO - 3	Comprehend the motivation for positive attitude, character building and personality development.	PSO - 5	K3
CO - 4	Analyze the different types of disasters under different circumstances.	PSO - 4	K4
CO - 5	Achieve practical knowledge in community development and other social programmes.	PSO - 1	K5

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

Semester: III		GE-1: NATIONAL INTEGRATION AND PERSONALITY DEVELOPMENT										Hours: 2
Code : 23GE3NC01												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	3	2	4	5	4	4	3	5	4	4	2	3.63
CO - 2	2	3	3	2	5	3	2	2	5	3	3	3.00
CO - 3	3	5	4	3	3	4	3	3	3	4	5	3.63
CO - 4	2	3	5	4	3	5	2	4	3	5	3	3.54
CO - 5	5	2	3	3	2	3	5	3	2	3	2	3.00
Overall Mean Score												3.36

Result: The Score for this Course is 3.36 (High Relationship)

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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GE-1: NATIONAL INTEGRATION AND PERSONALITY DEVELOPMENT

2hrs/Week

UNIT I

National Integration

6 Hours

Motto of National Integration - Importance of National Integration Culture and heritage of Tamil Nadu.

UNIT II

Civil Affairs

6 Hours

Aim of aid to civil authority - Role of NCC Cadets during natural calamities - Types of disaster - Essential services during natural calamities

UNIT III

Civil Defence and Self Defence

6 Hours

Civil Defence - Organization - Aims and services - Aid to Civil authorities in emergency - Self Defence - Aims of Self Defence - Women and Self Defence

UNIT IV

Leadership and Personality Development

6 Hours

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 .

UNIT V

Soft Skills

6 Hours

Soft skills - interview skill - influencing skill - social skill - communication skill - self motivation - self-esteem - body language.

INTERNAL QUESTION PATTERN (Fully Internal Papers) - UG (2023-2026)

Max. Marks - 40

Duration - 1 $\frac{1}{2}$ Hours

Section	Bloom's level	Course Outcome	Questions
A MCQs (10×1=10)	K1	CO1	1.
		CO1	2.
		CO1	3.
		CO1	4.
		CO1	5.
		CO1	6.
		CO1	7.
		CO1	8.
		CO1	9.
		CO1	10.
B Answer all the Questions (2×5=10)	K2	CO2	11. a) (or) 11. b)
	K3	CO3	12. a) (or) 12. b)
	K4	CO4	13. a) (or) 13. b)
	K5	CO5	14. a) (or) 14. b)

CONTINUOUS INTERNAL ASSESSMENT COMPONENT (CIA) - 2023-2026

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

ABILITY ENHANCEMENT COURSE-3 (AEC-3)**ENVIRONMENTAL STUDIES****PROGRAMME OUTCOMES**

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

PROGRAMME SPECIFIC OUTCOMES

PSO. NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO	PO MAPPED
1.	Assess the scope and importance of environmental studies and the need for public awareness.	PO-1
2.	Develop a deeper understanding in the classification of resources.	PO-2
3.	Analyze the concept of the ecosystem.	PO-3
4.	Comprehend the definitions, causes and control measures of environmental pollutions.	PO-4
5.	Participate in the environmental issues programmes from the unsustainable to sustainable development.	PO-5, PO-6

AEC-3 - ENVIRONMENTAL STUDIES

Semester: III

Hours: 2

Code : 23AE3ES03

Credit: 2

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Understand natural resources, ecosystems, environmental pollution and social issues	PSO-1	K1
CO - 2	Explain different types of natural resources, pollution, ecosystem and social issues	PSO-2	K2
CO - 3	Demonstrate the identification, utilization, ecosystems and the impact of environmental pollution on both the natural world and human communities and the conservation of natural resources	PSO-3	K3
CO - 4	Analyse social issues related to environmental sustainability	PSO-4	K4
CO - 5	Examine societal concerns within and surrounding the Theni District	PSO-5	K5

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

Semester: III		AEC-3 - ENVIRONMENTAL STUDIES										Hours: 2
Code : 23AE3ES03												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	3	3	3	3	3	5	3	3	3	3	3.36
CO - 2	3	5	4	4	3	3	3	5	4	4	3	3.73
CO - 3	3	3	5	3	4	4	3	3	5	3	4	3.64
CO - 4	3	3	3	5	4	4	3	3	3	5	4	3.64
CO - 5	3	3	3	4	5	5	3	3	3	4	5	3.73
Overall Mean Score												3.62

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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UNIT I: NATURAL RESOURCES

Multidisciplinary nature of environmental studies: Definition, scope and importance - need for public awareness - 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 lifestyles.

(6 Hours)

UNIT II: ECOSYSTEMS

Concept, structure and function of an ecosystem - energy flow in the ecosystem - food chains, food webs and ecological pyramids - Types, characteristic features, structure and function of Forest, grassland, desert and aquatic ecosystems.

(6 Hours)

UNIT III: 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, the role of an individual in prevention of pollution.

(6 Hours)

UNIT IV: SOCIAL ISSUES AND THE ENVIRONMENTS

From unsustainable to sustainable development - urban problems related to energy water conservation, rainwater harvesting, watershed 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. wasteland reclamation. environmental protection act, air act, water act and wildlife protection.

(6 Hours)

UNIT V: BIODIVERSITY IN THENI DISTRICT

Water resources, climate and soil types - Ecosystems: flora and fauna, the impact of human activities on the ecosystem - environmental pollution: identification of pollution sources and pollution control measures.

FIELDWORK

Visit to Kodaikanal for documentation of environmental assets- river/forest/ grassland/hill/mountain/cholas.

(6 Hours)

COURSE BOOK:

- ❖ Murugesan, R., (2007). Environmental Science and Engineering, Milleniumpublication, Madurai.

UNIT I : Section - 1.3 to 1.37

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

UNIT III : Section - 3.1 to 3.37

UNIT IV : Section - 4.1 to 4.17

UNIT V : https://en.wikipedia.org/wiki/Theni_district

<https://nwm.gov.in/sites/default/files/Notes%20on%20Theni%20District.pdf>

<https://tnmines.tn.gov.in/pdf/dsr/23.pdf>

Note:

- (i) Tamil Version for Tamil Literature and History Tamil Medium Students
(ii) UNIT-V materials prepared by Staff

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

Component	Marks
Internal test I	40
Internal test II	40
Field Visit	10
Field Visit Report	5
Attendance	5
Total	100

Continuous Internal Assessment Component (CIA)

Passing Minimum: 40% out of 100

Internal Question Pattern

Part - A

10 Questions × 1Mark = 10 Marks

Part - B

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

Part - C

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

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

பொதுத் தமிழ் - 4
(பிற துறை மாணவிகளுக்கு மட்டும்)

பருவம்: நான்கு

நேரம்: 6

குறியீடு: 23GT4GS04

புள்ளி: 3

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	சங்க இலக்கியத்தில் காணப் பெறும் வாழ்வியல் சிந்தனைகளை அறிந்து கொள்வர்.	PSO-2	K1
CO - 2	தமிழின் தொன்மையையும் செம்மொழித் தகுதியையும் அறிவர்.	PSO-1	K2
CO - 3	நாடக இலக்கியம் மூலம் நடிப்பாற்றலையும், கலைத் தன்மையையும், படைப்பாற்றலையும் வளர்த்தல்.	PSO-3	K3
CO - 4	தமிழிலிருந்து அலுவலகக் கடிதங்களை மொழிபெயர்க்கும் அறிவைப் பெறுவர்.	PSO-4	K4
CO - 5	மொழியறிவோடு வேலை வாய்ப்பினைப் பெறுதல்.	PSO-5	K5

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

Semester: IV		பொதுத்தமிழ் - 4										Hours: 6
Code : 23GT4GS04		(பிற துறை மாணவிகளுக்கு மட்டும்)										Credit: 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	3	4	5	5	3	5	3	4	4	3.91
CO - 2	4	5	3	3	3	3	5	3	3	4	3	3.55
CO - 3	3	3	5	4	4	4	3	4	5	3	4	3.82
CO - 4	5	3	3	3	4	4	3	4	3	5	3	3.64
CO - 5	3	3	3	5	4	4	3	4	3	3	5	3.64
Overall Mean Score												3.71

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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அலகு 1: எட்டுத் தொகை

நற்றிணை - (10, 14, 16), குறுந்தொகை - (16, 17, 19, 20, 25, 29), கலித்தொகை - (38, 51), அகநானூறு - (15, 33, 55), புறநானூறு - (37, 86, 112), பரிபாடல் - வையை, இருபத்திரண்டாம் பாடல், ஒளிறுவாள் பொருப்பன் உடல் சமத் திறுத்த) **18 Hours**

அலகு 2: பத்துப் பாட்டு

நெடுநல்வாடை - நக்கீரர் **18 Hours**

அலகு 3: நாடகம்

சபாபதி - பம்மல் சம்பந்த முதலியார் **18 Hours**

அலகு 4: இலக்கிய வரலாறு

பாடம் தழுவிய இலக்கிய வரலாறு **18 Hours**

அலகு 5: மொழித்திறன்

மொழிபெயர்ப்பு / கலைச்சொற்கள்

கொடுக்கப்பட்டுள்ள ஆங்கிலப் பகுதியைத் தமிழில் மொழிபெயர்த்தல்.

அலுவலகக் கடிதம் - தமிழில் மொழிபெயர்த்தல்.

18 Hours

பாட நூல்கள்

1. தமிழ்த்துறை வெளியீடு (தொகுப்பு), - பொதுத்தமிழ் - 4, ஜெயராஜ் அன்னபாக்கியம்
மகளிர் கல்லூரி (தன்னாட்சி), பெரியகுளம்.
2. சங்க இலக்கியம், எட்டுத்தொகை, - எம். நாராயண வேலுப்பிள்ளை,
நர்மதா பதிப்பகம், முதற்பதிப்பு -2011.
3. பத்துப் பாட்டு, மூலமும் உரையும், - திருநெல்வேலி தென்னிந்திய சைவ சிந்தாந்த
நூற்பதிப்புக் கழகம், சென்னை 18,
முதற்பதிப்பு - 2007.
4. பம்மல் சம்பந்த முதலியார் அவர்களின் சபாபதி நாடகம்,
அருட்பெருஞ்சோதி அச்சகம், சென்னை -1.
5. சிற்பி. பாலசுப்பிரமணியன். - தமிழ் இலக்கிய வரலாறு,

பார்வை நூல்கள்

1. புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, தமிழண்ணல்.
2. வகைமை நோக்கில் தமிழ் இலக்கிய வரலாறு, எ.பி. பாக்கியமேரி.

General Essay, Translation and Letter Writing, Alankar

Semester: IV

Hours: 5

Code : 23GH4GS04

Credit: 3

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Learn the Development of Hindi Translation	PSO-1	K1
CO - 2	Learning to be United Across Religions.	PSO-4	K2
CO - 3	Improve Personal and Official letter writing skills.	PSO-2	K3
CO - 4	Analytical Creativity will be Developed.	PSO-3	K4
CO - 5	Ability to Beautiful words with Syllables and Phrases.	PSO-5	K5

UNIT I (15 Hours)

- ❖ Anushashan
- ❖ Anuvad Abyas - III (1-2 Lessons) English to Hindi, Hindi to English
- ❖ Avedan Patra

UNIT II (15 Hours)

- ❖ Pariksham Ka Mahatva
- ❖ Anuvad Abyas - III (3-4 Lessons) English to Hindi, Hindi to English
- ❖ Sampathak ke naam Patra

UNIT III (15 Hours)

- ❖ Paropakar
- ❖ Anuvad Abyas - III (5 Lessons) English to Hindi, Hindi to English
- ❖ Ras Short Notes -(Shringar, Hasya, Veer, Karun, Raudra)

UNIT IV (15 Hours)

- ❖ Bhavaathmak Ekta
- ❖ Paarivarik Patra
- ❖ Chand Short Notes - (Doha, Sorta, Geethika, Rola, Hari Geethika)

UNIT V (15 Hours)

- ❖ Nari Ka Karthavya Aur Adhikaar
- ❖ Thuranth Patra
- ❖ Alankar -(Anupras, Yamak, Vakrokthi, Upama, Virodabhas)

COURSE BOOKS:

1. Nibandh Pravesika, Dakshina Bhaaritha Hindi Prachar Sabha, T. Nagar, Chennai- 600017.

The following Sahityotar (General) essay have been prescribed

- ❖ Anushashan
 - ❖ Pariksham Ka Mahatva
 - ❖ Paropkar
 - ❖ Bhavathmak Ekta
 - ❖ Nari Ka Karthavya Aur Adhikaar
2. Translation: Anuvad Aabyas -III(1-5 Lessons) English to Hindi, Hindi to English Published by Dakshina Bharath Hindi Prachar Sabha, Thyagaraya Nagar, Chennai - 600017.
 3. Alankar: Kavva Shashthra Published by Dakshina Bharath Hindi Prachar Sabha, Thyagaraya Nagar, Chennai - 600 017.

The following Alankar have been prescribed

- ❖ Ras- Short Notes -(Shringar, Hasya, Veer, Karun, Raudra
- ❖ Alankar -(Anupras, Yamak, Vakrokthi, Upama, Virodabhas)
- ❖ Chand Short Notes - (Doha, Sorta, Geethika, Rola, Hari Geethika

BOOKS FOR REFERENCE:

1. Letter Writing: Pramanik Alekan Aur Tippan Prof Viraj M.A. Kashmirgate, Delhi - 110006

The following topics have been prescribed

- ❖ Paarivarik Patra
- ❖ Avedan Patra
- ❖ Sampathak ke naam Patra
- ❖ Thuranth Patra

COMMUNICATIVE ENGLISH - IV

Semester: IV

Hours: 4

Code : 23GE4GS04

Credit: 3

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Recognize the literary genres through various literary works	PSO-5	K1
CO - 2	Compare the social norms of other cultures	PSO-3	K2
CO - 3	Apply the language skills through literature	PSO-2	K3
CO - 4	Connect the ideas provided in the text	PSO-4	K4
CO - 5	Prioritize their communication skills along with literature	PSO-1	K5

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

Semester: IV				COMMUNICATIVE ENGLISH - IV								Hours: 4
Code : 23GE4GS04												Credit: 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	4	4	5	4	4	4	4	5	4.27
CO - 2	3	3	5	4	3	3	3	4	5	3	3	3.55
CO - 3	4	3	3	5	3	3	4	5	3	3	3	3.55
CO - 4	4	4	3	4	5	4	4	4	3	5	4	4.00
CO - 5	5	4	4	4	3	4	5	4	4	3	4	4.00
Overall Mean Score												3.87

Result: The score for this course is **3.87** (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: POETRY**12 Hours**

- Dahlia Ravikovitch - "Pride"
Maya Angelou - "Phenomenal Woman"
William Wordsworth - "The Tables Turned"

UNIT II: LIFE STORY**12 Hours**

- Adeline Yen Mah - From *Chinese Cinderella*
George Orwell - "Why I Write"

UNIT III: SHORT STORY**12 Hours**

- O Henry - "A Retrieved Reformation"

Extract from a play

The Quality of Mercy (Trial Scene from *The Merchant of Venice* -
Shakespeare: Act IV- Scene 1-(1 to 163 lines)

UNIT IV: GRAMMAR**12 Hours**

Types of Sentences
Question Tags

UNIT V: DRAFTING**12 Hours**

Reading Comprehension
Book Review
Product Review
Resume Writing

COURSE BOOKS

- ❖ Course Materials will be provided by the Department of English.
- ❖ 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.

BOOKS FOR REFERENCE

1. Orwell, George. *Why I Write*. Gangrel-GB, London, 1946.
2. Green, David. *Contemporary English Grammar: Structures and Composition*. Macmillan India Limited, Chennai, 1981.
3. Shakespeare, William. *The Merchant of Venice*, Peacock. 2014.

WEB SOURCES:

1. <https://www.google.co.in/books/edition/Chinese-Cinderella-and-the-Secret-Drag-on/JUqCzR5GTdQC?hl=en&gbpv=1&pg=PT3&printsec=frontcover>
2. <https://orwell.ru/library/essays/wiw/english/e-wiw>
3. [https://srjcstaff.santarosa.edu/~mheydon/whywriteD.pdf\(correct](https://srjcstaff.santarosa.edu/~mheydon/whywriteD.pdf(correct)
4. <http://www.blupete.com/Literature/Essays/Hazlitt/RoundTable/LoveLife.htm>
5. <https://www.poetryinternational.com/en/poets-poems/poems/poem/103-3359-PRIDE>

HUMAN RESOURCE MANAGEMENT

Semester: IV

Hours: 5

Code : 23BB4MC07

Credit: 5

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Explain the Nature, scope and environment of Human Resource Management.	PSO-4	K1
CO-2	Extract the methods and techniques of Recruitment and Selection.	PSO-5	K2
CO-3	Relate the personnel management, welfare and social security measures.	PSO-3	K3
CO-4	Illustrate collective bargaining, Workers' participation in management.	PSO-1	K4
CO-5	Appraise Industrial Disputes and Settlements, Human Resource Audit, green and virtual HRM.	PSO-2	K5

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

Semester: IV		HUMAN RESOURCE MANAGEMENT										Hours: 5
Code : 23BB4MC07												Credit: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	3	3	5	3	3	4	3	3	3	5	4	3.55
CO-2	3	4	3	3	3	5	3	4	3	3	5	3.55
CO-3	4	3	3	5	4	3	4	3	5	3	3	3.64
CO-4	5	3	3	3	5	3	5	3	3	3	3	3.55
CO-5	3	5	3	4	3	3	3	5	4	3	3	3.55
Overall Mean Score												3.57

Result: The score for this course is **3.57** (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 Human Resource Management - Differences between personnel management and HRM - Environment of HRM - Human resource planning. **(15 Hours)**

UNIT II

Recruitment - Selection - Methods of Selection - Uses of various tests - interview techniques in selection and placement. Induction - Training - Methods - Techniques - Identification of the training needs - Training and Development. **(15 Hours)**

UNIT III

Performance appraisal - Transfer - Promotion and termination of services - Career development. Remuneration - Components of remuneration - Incentives - Benefits - Motivation - Welfare and social security measures. **(15 Hours)**

UNIT IV

Labour Relation - Functions of Trade Unions - Forms of collective bargaining- Workers' participation in management - Types and effectiveness - Industrial Disputes and Settlements (laws excluded). **(15 Hours)**

UNIT V

Human Resource Audit - Nature - Benefits - Scope - Approaches. HRIS. Recent trends in HRM: Green HRM & Virtual HRM Practices **(15 Hours)**

COURSE BOOK:

- ❖ L M Prasad, Human Resource Management, Sultan Chand and Sons 3rd Edition, 2014.

BOOKS FOR REFERENCE:

1. V S P Rao, Human Resource Management: Text & Cases, Excel Books, 3rd Edition, 2010.
2. K. Ashwathappa, Human Resource Management- Text and cases, McGraw Hill Education India, 6th Edition, 2019.
3. Garry Deseler, Human Resource Management, Pearson, 15th Edition, 2017
4. Shashi K. Gupta & Rosy Joshi, Human Resource Management, Kalayani Publisher 1st Edition, 2018.
5. Tripathi. P C, Human Resource Management, Sultan Chand and Sons 1st Edition, 2010.

WEB RESOURCES

1. <https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf>
2. <http://kamarajcollege.ac.in/Department/BBA/III%20Year/e003%20Core%2019%20-%20Human%20Resource%20Management%20-%20VI%20Sem.pdf>
3. <https://backup.pondiuni.edu.in/sites/default/files/HR%20Management-230113.pdf>
4. <https://www.studocu.com/row/document/jagannath-university/business-communication/hrm-notes-bba/4305835>
5. <http://14.139.185.6/website/SDE/SLM-III%20Sem%20BBA%20Human%20Resource%20Management.pdf>

BUSINESS REGULATORY FRAME WORK

Semester: IV

Hours: 4

Code : 23BB4MC08

Credit: 4

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Explain the Indian Contract Act 1872, Sale of goods Act 1930, Indian Companies Act 1956, Consumer Protection Act 1986 and Cyber Laws.	PSO-1	K1
CO-2	Infer the revocation of offer and acceptance, contract of agency.	PSO-3	K2
CO-3	Articulate the free consent, document of title to goods and consumer protection.	PSO-5	K3
CO-4	Categorize the term bailment and pledge, goods, cybercrimes and digital signature.	PSO-2	K4
CO-5	Reframe companies incorporation, consumer rights, responsibilities, issues of e-commerce.	PSO-4	K5

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

Semester: IV		BUSINESS REGULATORY FRAME WORK										Hours: 4
Code : 23BB4MC08												Credit: 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	3	5	3	5	4	3	3	3	3.73
CO-2	3	3	3	5	3	3	3	3	5	3	3	3.36
CO-3	4	3	3	3	4	5	4	3	3	3	5	3.64
CO-4	3	5	3	3	3	4	3	5	3	3	4	3.55
CO-5	3	4	5	3	3	3	3	4	3	5	3	3.55
Overall Mean Score												3.57

Result: The score for this course is **3.57** (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

Brief Outline of 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 - Capacity of Parties - Free Consent - Indemnity and Guarantee - Bailment and Pledge. **(12 Hours)**

UNIT II

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 Document of Title to goods - Delivery of Goods - Rules regarding Delivery of Goods - Rights and Duties of Buyer - Contract of Agency - Definition - Creating of Agency - Classification of Agent - Rights and Duties of an Agent. **(12 Hours)**

UNIT III

Indian Companies Act 1956: Definition - Characteristics of company - Difference between company and partnership - Formation and Incorporation of Company - Classification of Company based on Mode of Incorporation - Number of Members - Liability and Control. **(12 Hours)**

UNIT IV

Consumer Protection Act 1986: Definition - Meaning of Consumer - Need - Consumer rights and responsibilities - Importance of consumer protection - Ways and Means of Consumer Protection. **(12 Hours)**

UNIT V

Cyber Laws and Information Technology Act 2000 & 2008: Definition - Meaning - Cyber space & Physical space - Handwritten signature Vs. Digital signature - Electronic signature - Issues and challenges of E-commerce - Meaning and essential of E-contract - Cybercrimes - Meaning - Types of cybercrimes - Conventional crimes Vs. cyber crimes. **(12 Hours)**

COURSE BOOK:

❖ N.D. Kapoor, Business Laws, Sultan Chand, New Delhi, 1993.

BOOKS FOR REFERENCE:

1. Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand, 2017.
2. Dr. Sreenivasan. M, Business Law, Third Edition Mc Graw Hill Publication, 2007.
3. Dr. M.R. Sreenivasan & Ananda Krishna Deshkulkarni, Constitutional Law Sultan Chand, 2014.
4. Dr. M.R. Sreenivasan Business Law, (Commercial Law), Sultan Chand, 2017.
5. Tulsian.P.C Business Law (2018) Third Edition, McGraw Hill Publications, 2016.

WEB RESOURCES

1. <https://www.gkpad.com/sachin/06-22/bcom-Business-Regulatory-Framework---1.html>
2. <http://www.simplynotes.in/e-notes/mcomb-com/business-regulatory-framework/>
3. <https://www.studocu.com/in/course/mahatma-gandhi-university/business-regularly-framework/51661>
4. [International Journal of Law \(lawjournals.org\)](http://www.lawjournals.org/)
5. <https://www.himpub.com/BookDetail.aspx?BookId=1936&NB=&BookTitleM=%20Business%20Regulatory%20Framework>

FINANCIAL MANAGEMENT

Semester: IV

Hours: 5

Code : 23BB4AC4A

Credit: 4

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Identify the basics of finance, Sources of finance, Capital structures planning, Capital Budgeting, Dividend policies, Working capital.	PSO-1	K1
CO-2	Relate the Theories of capital structures and Various Dividend Models.	PSO-5	K2
CO-3	Sketch the Leverage concept, Factors affecting dividend payment and components of working capital.	PSO-3	K3
CO-4	Categorize Functions of financial management, capital budgeting methods and Various Dividend Models.	PSO-4	K4
CO-5	Appraise the term Debt and equity proportion and Capital rationing.	PSO-2	K5

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

Semester: IV		FINANCIAL MANAGEMENT										Hours: 5
Code : 23BB4AC4A												Credit: 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	3	3	5	4	5	3	3	3	4	3.73
CO-2	4	3	4	3	4	5	4	3	3	4	5	3.82
CO-3	3	3	3	5	3	3	3	3	5	3	3	3.36
CO-4	3	3	5	3	3	4	3	3	3	5	4	3.55
CO-5	3	5	3	3	3	3	3	5	3	3	3	3.36
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

Meaning, objectives and Importance of Finance - Sources of finance - Functions of financial management - Role of financial manager in Financial Management.

(15 Hours)

UNIT II

Capital structures planning - Factors affecting capital structures - Determining Debt and equity proportion - Theories of capital structures - Leverage concept. Cost of capital - Cost of equity - cost of preference capital - Cost of debt - Cost of retained earnings - weighted Average (or) composite cost of capital (WACC)

(15 Hours)

UNIT III

Capital Budgeting: ARR, Payback period, Net present value, IRR, Capital rationing, simple problems on capital budgeting methods.

(15 Hours)

UNIT IV

Dividend policies - Factors affecting dividend payment - Company Law provision on dividend payment - Various Dividend Models - Walter's Gordon's -M.M. Hypothesis.

(15 Hours)

UNIT V

Working capital - components of working capital -operating cycle - Factors influencing working capital - Determining (or) Forecasting of working capital requirements.

(15 Hours)

COURSE BOOK:

❖ Dr. A. Murthy, Financial management Margham Publication 2017.

BOOKS FOR REFERENCE:

1. Shashi K. Gupta R.K.Sharma, Kalyani Publishers , 2017
2. I.M. Pandey, Financial Management, Vikas Publishing, 2009.
3. Prasanna Chandra, Financial Management, Tata Mc Graw Hill, New Delhi, 2008.
4. S.N. Maheswari, Financial Management, Sultan Chand & Sons, 2008.
5. Y. Khan and Jain, Financial Management, Sultan Chand & Sons, 2009.

WEB RESOURCES

1. <https://mycbseguide.com/blog/financial-management-class-12-notes-business-studies/>
2. https://images.topperlearning.com/topper/revisionnotes/8006_Topper_21_101_504_553_10201_Financial_Management_up201904181129_1555567170_5654.pdf
3. [Journal of Financial Management \(esciencepress.net\)](http://www.esciencepress.net)
4. [Financial Management on JSTOR](http://www.jstor.org)
5. [Financial Management Wiley online library](http://www.wiley.com)

BUSINESS MATHEMATICS

Semester: IV

Hours: 5

Code : 23BB4AC4B

Credit: 4

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Recite the basic knowledge of mathematical skills, Theory of Sets, Binomial Theorem, Quadratic Equation, Probability, Theoretical Distributor.	PSO-1	K1
CO-2	Understand the concept of Venn Diagrams, Affected quadratic equations and Terminology.	PSO-2	K2
CO-3	Solve the Binomial Expansion, Addition theorem and Multiplication theorem	PSO-5	K3
CO-4	Conclude the Conditional probability and Fitting a Normal Curve.	PSO-3	K4
CO-5	Value the De-morgan's Law, Baye's Theorem, Mathematic Expectation.	PSO-4	K5

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

Semester: IV		BUSINESS MATHEMATICS										Hours: 5
Code : 23BB4AC4B												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	3	3	5	4	5	3	3	3	4	3.73
CO-2	4	5	4	3	4	3	4	5	3	4	3	3.82
CO-3	3	3	3	3	3	5	3	3	3	3	5	3.36
CO-4	3	3	3	5	3	4	3	3	5	3	4	3.55
CO-5	3	3	5	3	3	3	3	3	3	5	3	3.36
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

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.
5. M. Manoharan, Business Mathematics, S. Chand & Company Ltd., 2013.

WEB RESOURCES

1. www.m4maths.com
2. www.Indiabix.com
3. <https://www.123test.com/numerical-reasoning-test/>
4. <https://www.bankexamstoday.com/p/data-interpretation-questions-sets.html>
5. <https://playquiz2win.com/reasoning.html>

STREAM C - OFFICE FUNDAMENTALS

Semester: IV

Hours: 3

Code : 23SE4OA4C

Credit: 2

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Bridge the fundamental concepts of computers with the present level knowledge of the students	PSO-2	K1
CO - 2	Clue up on the use of options in Word, and use of PowerPoint options to prepare pages and slide shows	PSO-3	K2
CO - 3	Develop the analytical mind for critical and logical thinking to apply mathematical foundations in Excel sheets	PSO-1	K3
CO - 4	Realize the need of computer word option to write dissertation, projects, thesis and blogs	PSO-5	K4
CO - 5	Appraise the use of Online Communication and Collaboration	PSO-4	K5

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

Semester: IV		OFFICE FUNDAMENTALS										Hours: 3
Code : 23SE4OA4C												Credit: 2
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	4	2	5	2	4	3	5	2	2	4	3.27
CO-2	3	4	5	2	2	4	3	2	5	2	4	3.27
CO-3	5	3	2	2	4	3	5	2	2	4	3	3.18
CO-4	4	5	2	2	4	5	4	2	2	4	5	3.55
CO-5	4	4	2	2	5	4	4	2	2	5	4	3.45
Overall Mean Score												3.35

Result: The score for this course is **3.35** (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 **9 Hours**

Starting MS - Word, Text creation and manipulation

Page setup (Applying page numbers, Header and Footer, Orientation, Drop cap)

UNIT II **9 Hours**

Starting MS- Power point and creating a new presentation

Applying layouts to slides, transition and animations to slides

UNIT III **9 Hours**

Creating Excel sheet for students' marks

Sorting and filtering the data

Applying the statistical functions: maximum, minimum, result

Applying the mathematical functions: total, average, round

Creating the charts: Columns, Line, Pie, Bar

UNIT IV **9 Hours**

E-Mail

Mail merge

UNIT V **9 Hours**

Blog

Social Media (Face book, X, Instagram)

Google meet

Google Drive

BOOKS FOR REFERENCE:

1. "Comdex 9-in-1 DTP Course Kit", Vikas Gupta, Dreamtech Press, 2011.
2. "Comdex 14- in -1 computer course Kit":\ Vikas Gupta, Dreamtech Press, 2011.
3. Sinha, P.K. & Sinha, Priti, *Computer Fundamentals*. BPB, 2020.

TALLY – Lab

Semester: IV

Hours: 2

Code : 24BB4GE02

Credit: 2

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Gain knowledge in ERP- 9 Accounting Principles and Concepts, Groups & Ledgers, Voucher Entries, Advance Inventory & Taxes in Tally, Payroll.	PSO-1	K1
CO-2	Summarize Accounting Principles, Types of Vouchers, Order processing.	PSO-5	K2
CO-3	Use Accounting Rules and maintain Bill Wise Details.	PSO-3	K3
CO-4	Revise Setting up of Company in Tally ERP 9, Bank Reconciliation, and Report Generations.	PSO-2	K4
CO-5	Defend Units of Measure, TDS Returns Filing and Short Keys in Tally. ERP 9	PSO-4	K5

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

Semester: IV		TALLY – Lab #										Hours: 2
Code : 24BB4GE02												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	3	4	3	5	3	5	3	3	4	3	3.73
CO-2	3	3	3	3	3	5	3	3	3	3	5	3.36
CO-3	3	3	3	5	3	3	3	3	5	3	3	3.36
CO-4	3	5	3	4	3	4	3	5	4	3	4	3.73
CO-5	3	3	5	3	3	3	3	3	3	5	3	3.36
Overall Mean Score												3.51

Result: The score for this course is **3.51** (High Relationship)

Note:

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

Values Scaling:

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

Basic of Accounting & Fundamentals of Tally. ERP 9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP 9 and Configuration. **(6 Hours)**

UNIT II

Accounting Master in Tally. ERP 9: Groups & Ledgers Creation Inventory Master in Tally. ERP 9: Creation of Stock Groups and Categories and Units of Measure. **(6 Hours)**

UNIT III

Voucher Entries & Advance Accounting in Tally. ERP 9: Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management. **(6 Hours)**

UNIT IV

Advance Inventory & Taxes in Tally. ERP 9: Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax. **(6 Hours)**

UNIT V

Technological Advantages, Payroll, Report Generations, Short Keys in Tally. ERP 9 **(6 Hours)**

COURSE BOOK:

- ❖ S. Palanivel, Tally Accounting Software, Margham Publications, 2019

BOOKS FOR REFERENCE:

1. Shraddha Singh & Navneet Mehra, Tally. ERP 9, V & S Publishers, 2015
2. Official Guide to Financial Accounting using Tally. ERP 9, Fourth Revised & Updated Edition, BPB Publications, 2020
3. Vinod Kumar, Tally. ERP 9 Made Easy, Accounting Education, 2019.
4. Bimlendu Shekhar, Tally Practical Work Book -1, 2nd Edition. 2018.
5. Asian's Quintessential Course Tally, ERP 9 with GST by Vishnu Priya Singh edition 2020.

WEB RESOURCES

1. <https://tallysolutions.com/learning-hub/>
2. <https://www.tutorialkart.com/tally/tally-tutorial/>
3. <https://sscstudy.com/tally-erp-9-book-pdf-free-download/>
4. <https://tallysolutions.com/tally/how-to-use-gst-in-tally-erp-9/>
5. <https://www.javatpoint.com/tally>

GE-2: ORGANIZATION AND HEALTH PROGRAMME IN NCC**Semester: IV****Hours: 2****Code : 23GE4NC02****Credit: 2****COURSE OUTCOMES:**

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Describe the history, honors and awards of Indian Military.	PSO - 2	K1
CO - 2	Explain the map and weapon training to remove the fear of a weapon from the hearts of youth.	PSO - 1	K2
CO - 3	Illustrate the different types of disasters under different circumstances.	PSO - 4	K3
CO - 4	Analyze the practical knowledge in community development and other social programs.	PSO - 5	K4
CO - 5	Assess the personality development and develop technical skill of first Aid.	PSO - 3	K5

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

Semester: IV		GE-2:ORGANIZATION AND HEALTH PROGRAMME IN NCC										Hours: 2
Code : 23GE4NC02												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	3	2	3	5	4	3	3	5	4	3	2	3.36
CO - 2	5	3	3	4	3	3	5	4	3	3	3	3.54
CO - 3	3	2	5	3	4	5	3	3	4	5	2	3.54
CO - 4	2	5	2	3	4	2	2	3	4	2	5	3.09
CO - 5	3	3	3	4	5	3	3	4	5	3	3	3.54
Overall Mean Score												3.41

Result: The Score for this Course is **3.41** (High Relationship)**Note:**

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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GE-2: ORGANIZATION AND HEALTH PROGRAMME IN NCC

2hrs/Week

UNIT I: Indian Military and NCC Organization

6 Hours

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- Honors and Awards.

UNIT II: Map Reading

6 Hours

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.

UNIT III: Hygiene and Sanitation

6 Hours

Personal Hygiene - Sanitation - Methods of purification of drinking water -Latrine types - Urinal Types.

UNIT IV: Types of Disease and Pollution

6 Hours

Define Health - Types of Health - Communicable and Non communicable Disease - Pollution and its type.

UNIT V: First Aid

6 Hours

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.

BOOK FOR REFERENCE:

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

ABILITY ENHANCEMENT COURSE-4 (AEC-4)**CAPACITY BUILDING****PROGRAMME OUTCOMES**

PO. NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO
1.	Gain theoretical knowledge and apply the expertise in different fields.
2.	Acquire Industry specific skills and can emerge as entrepreneurs.
3.	Develop critical and rational thinking to solve societal issues.
4.	Explore the knowledge and acclimatize it in the ever changing work environment.
5.	Evolve theories and develop innovative discipline specific ideas.
6.	Comprehend the nuances and develop innovative, discipline-specific ideas.

PROGRAMME SPECIFIC OUTCOMES

PSO. NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO	PO MAPPED
1.	Develop self-awareness, empathy and problem-solving.	PO-1
2.	Apply critical thinking, leadership and creativity.	PO-2
3.	Gain entrepreneurial, management and communication skills.	PO-3
4.	Practice digital responsibility, inclusiveness and technology use.	PO-4, PO-6
5.	Promote SDGs, community empowerment and sustainability.	PO-5

CAPACITY BUILDING

Semester: IV

Hours: 1

Code : 23AE4CB04

Credit: 1

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Recall key concepts of capacity building and its foundations.	PSO-1	K1
CO - 2	Explain essential skills such as communication, problem-solving and lifelong learning.	PSO-2	K2
CO - 3	Apply strategic planning, team building and organizational skills in practical contexts.	PSO-3	K3
CO - 4	Analyze community empowerment initiatives and technology-enabled practices.	PSO-4	K4
CO - 5	Evaluate innovative trends and sustainable development goals in capacity building.	PSO-5	K5

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

Semester: IV		CAPACITY BUILDING										Hours: 1
Code : 23AE4CB04												Credit: 1
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	4	3	2	4	2	5	4	3	2	4	3.45
CO - 2	4	5	4	2	3	2	4	5	4	2	3	3.45
CO - 3	3	4	5	4	2	4	3	4	5	4	2	3.64
CO - 4	3	4	4	5	3	5	3	4	4	5	3	3.90
CO - 5	2	4	4	3	5	3	2	4	4	3	5	3.55
Overall Mean Score												3.60

Result: The score for this course is **3.60** (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 Capacity Building (3 Hours)

UNIT II

Skills Development -essential skills-communication-problem solving-life long learning (3 Hours)

UNIT III

Organizational Strengthening-strategic planning-Team Building-Case Studies (3 Hours)

UNIT IV

Community Empowerment- Grassroots Initiatives (3 Hours)

UNIT V

Technology and Innovation-tech enabled learning-Innovation in capacity Building-Future Trends (3 Hours)

BOOKS FOR REFERENCE:

1. Senge, Peter M. *The Fifth Discipline: The Art and Practice of the Learning Organisation*. Doubleday, 1990.
2. Gilley, Jerry W., and Ann Maycunich Gilley. *The Manager as Change Agent: A Practical Guide to Developing High-Performanca People and Organisations*. Jossey-Bass, 1985.
3. Kanter, Rosabeth Moss. *Leadership for Change: Enduring Skills for Change Masters*. Harvard Business Review Press, 2015.

Continuous Internal Assessment Component (CIA)

Component	Marks
Role Play	25
Collage	25
Poster Making	25
Team Activities	20
Attendance	5
Total	100

OPERATIONS MANAGEMENT

Semester: V

Hours: 6

Code : 23BB5MC09

Credit: 5

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Describe comprehensive outlook on basic concepts, Layout of manufacturing facilities, Production and Inventory Control, Work Measurement, Service Operations Management.	PSO-1	K1
CO-2	Interpret Production design & Process planning, Basic Inventory Models.	PSO-3	K2
CO-3	Relate Economic Batch Quantity, Stop Watch Time Study and Service Encounter.	PSO-2	K3
CO-4	Illustrate Service Facilities, Safety stock, Service Facility Location.	PSO-4	K4
CO-5	Reframe ABC classification, Control Charts, Service Processes and Service Delivery.	PSO-5	K5

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

Semester: V		OPERATIONS MANAGEMENT										Hours: 6
Code : 23BB5MC09												Credit: 5
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	3	3	3	5	3	5	3	3	3	3	3.55
CO-2	3	3	3	5	3	3	3	3	5	3	3	3.36
CO-3	3	5	3	3	3	3	3	5	3	3	3	3.36
CO-4	3	4	5	4	3	3	3	4	4	5	3	3.73
CO-5	4	3	3	3	4	5	4	3	3	3	5	3.64
Overall Mean Score												3.53

Result: The score for this course is **3.53** (High Relationship)

Note:

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

Values Scaling:

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

Introduction: Nature and Scope of Operations Management. Production design & Process planning: Plant location: Factors to be considered in Plant Location - Plant Location Trends. **(18 Hours)**

UNIT II

Layout of manufacturing facilities: Principles of a Good Layout - Layout Factors - Basic Types of Layouts - Service Facilities. **(18 Hours)**

UNIT III

Production and Inventory Control: Basic types of production - Basic Inventory Models - Economic Order Quantity, Economic Batch Quantity - Reorder point - Safety stock - Classification and Codification of stock - ABC classification - Procedure for Stock Control, Materials Requirement Planning (MRP),JIT. **(18 Hours)**

UNIT IV

Methods Analysis and Work Measurement: Methods Study Procedures - The Purpose of Time Study - Stop Watch Time Study - Performance Rating - Allowance Factors - Standard Time - Work Sampling Technique. Quality Control: Purposes of Inspection and Quality Control - Acceptance Sampling by Variables and Attributes - Control Charts. **(18 Hours)**

UNIT V

Service Operations Management: Introduction - Types of Service - Service Encounter-Service Facility Location - Service Processes and Service Delivery. **(18 Hours)**

COURSE BOOK:

- ❖ P. Saravanavel and S.Sumathi; Production and Materials Management, Margham Publications, 2015

BOOKS FOR REFERENCE:

1. N.G. Nair; Production Management, JBA Publishers, Edition 2004
2. K.ShridharaBhat; Production and Materials Management, Himalaya publishing house, 2012
3. P. Ramamurthy; Production and Operations Management, JBA publishers, 2nd edition 2013.
4. R.B.Khana; Production and Operations Management, Prentice hall publications, 2007.
5. William J. Stevenson , Operations Management, McGraw Hill; 13th Edition, 2022

WEB RESOURCES

1. https://mrcet.com/downloads/digital_notes/ME/III%20year/POM%20NOTES.pdf
2. https://www.iare.ac.in/sites/default/files/lecture_notes/IARE_OM_NOTES.pdf
3. https://www.vssut.ac.in/lecture_notes/lecture1429900757.pdf
4. <https://backup.pondiuni.edu.in/sites/default/files/Part%20I%20Operations%20Management.pdf>
5. <https://www.studocu.com/in/course/lovely-professional-university/operation-management/4335497>

ADVERTISING MANAGEMENT AND SALES PROMOTION

Semester: V

Hours: 6

Code : 23BB5MC10

Credit: 5

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Gain knowledge in principles of sales and advertising. Advertising, Media, Advertising agencies, Sales Promotion, Ethics, Economics and Social Relevance.	PSO-1	K1
CO-2	Extract market segmentation, Measurement of effectiveness in economics and social relevance.	PSO-4	K2
CO-3	Sketch the target audience, Planning and Scheduling.	PSO-3	K3
CO-4	Take apart in Organization, operation, planning and budgeting.	PSO-5	K4
CO-5	Prioritize controlling campaigns and integrated marketing communication.	PSO-2	K5

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

Semester: V		ADVERTISING ANAGEMENT AND SALES PROMOTION										Hours: 6
Code : 23BB5MC10												Credit: 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	3	5	3	5	4	3	3	3	3.73
CO-2	4	3	5	3	4	3	4	3	3	5	3	3.64
CO-3	4	3	3	5	4	4	4	3	5	3	4	3.82
CO-4	3	3	3	3	3	5	3	3	3	3	5	3.36
CO-5	3	5	3	3	3	3	3	5	3	3	3	3.36
Overall Mean Score												3.58

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

Note:

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

Values Scaling:

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

Advertising: Advertising, objectives, task and process, market segmentation and target audience - Message and copy development. **(18 Hours)**

UNIT II

Media: Mass Media - Selection, Planning and Scheduling - Web Advertising. **(18 Hours)**

UNIT III

Implementation: Implementing the programme coordination and control - Advertising agencies - Organization and operation. **(18 Hours)**

UNIT IV

Sales Promotion: Why and When Sales promotion activities, Consumer and sales channel oriented - planning, budgeting and implementing and controlling campaigns. **(18 Hours)**

UNIT V

Control: Measurement of effectiveness - Ethics, Economics and Social Relevance - Integrated marketing communication. **(18 Hours)**

COURSE BOOK:

- ❖ L M Prasad, Human Resource Management, Sultan Chand and Sons 3rd Edition, 2014.

BOOKS FOR REFERENCE:

1. J Craig Andrews Advertising Promotion and Other Aspects of Integrated Marketing Communications, 9th Edition Prasanna Publishers, 2018.
2. George E Belch, Keyoor Purai, Michael A Belch, Advertising and promotion, Tata Mc Graw Hill Publishing House, 2020.
3. Dr. Ruchi Gupta, Advertising and Personal selling, Pearson publication, 2016.
4. Wells, W.Moriarty, S.Burnett, Advertising: Principles and practices, Pearsons Publication 2017.
5. John Caples, Tested advertising methods, prentice hall Publishers, 2018.

WEB RESOURCES

1. https://oms.bdu.ac.in/ec/admin/contents/175_P16MBA4EM4_2020051909561946.pdf
2. <https://www.bimkadapa.in/materials/ASPM%20TOTAL%205%20UNITS%20MATRIAL.pdf>
3. [International Journal of Research in Marketing. Elsevier](#)
4. [Journal of Advertising - Taylor and Francis](#)
5. https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA7010.pdf

RESEARCH METHODOLOGY

Semester: V

Hours: 5

Code : 23BB5MC11

Credit: 3

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Quote the concepts of Research in Business, Research Design, Sources and Collection of Data, Analysis and Preparation, presenting the results and writing the report.	PSO-1	K1
CO-2	Understand the Research Process and written research Report	PSO-5	K2
CO-3	Analyze the Research need, Formulation of hypothesis and statistical significance.	PSO-3	K3
CO-4	Apply the method of sampling, Scaling methods, Simple Correlation.	PSO-2	K4
CO-5	Evaluate the term tabulation & cross tabulation, Regression, Plagiarism.	PSO-4	K5

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

Semester: V		RESEARCH METHODOLOGY										Hours: 5
Code : 23BB5MC11												Credit: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	3	3	3	5	4	5	3	3	3	4	3.73
CO-2	3	4	3	3	3	5	3	4	3	3	5	3.55
CO-3	4	3	3	5	4	4	4	3	5	3	4	3.82
CO-4	4	5	3	3	4	3	4	5	3	3	3	3.64
CO-5	3	4	5	3	3	3	3	4	3	5	3	3.55
Overall Mean Score												3.66

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

Note:

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

Values Scaling:

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

Introduction to Business Research - Research in Business - Research Process- Research need, formulating the problem, designing, sampling, pilot testing.

(15 Hours)

UNIT II

Research Design- Exploratory, Descriptive, Casual, Formulation of hypothesis - types. Measurement- characteristics of sound measurement tool, Scaling methods and sampling techniques.

(15 Hours)

UNIT III

Sources and Collection of Data - Primary and secondary sources, survey observation, experimentation- details and evaluation. - Questionnaires - schedules, data entry, tabulation & cross tabulation-and Graphic presentation. Data.

(15 Hours)

UNIT IV

Analysis and Preparation: Hypothesis testing - statistical significance, statistical testing procedure. Tests of significance- -Simple Correlation -Regression.

(15 Hours)

UNIT V

Presenting results and writing the report: - The written research Report & Research Ethics - Plagiarism.

(15 Hours)

COURSE BOOK:

- ❖ C.R Kothari, Gaurav Garg, Research Methodology Methods and Techniques, 4th edition, New Age International Publisher 2019.

BOOKS FOR REFERENCE:

1. Donald R. Cooper, Pamela S. Schindler, Business Research Methods, 12th edition, Tata McGraw Hill, 2018.
2. Kumar R, Research Methodology, a step-by-step guide for beginners, Sage South Asia 2011.
3. Richard L. Levin, Davis S. Rubin, Sanjay Rastogi, Masood H. Siddiqui, Statistics for Management, Pearson Education, 8th edition, 2017.
4. Dr. R.K. Jain, Research Methodology, Methods and Techniques, Vayu Education 2021
5. W. Lawrence Newman” Social Research Methods: Qualitative and Quantitative Approaches 7th Edition, Pearson Education India 2014.

WEB RESOURCES

1. https://mrcet.com/downloads/digital_notes/CSE/Mtech/I%20Year/RESEARCH%20METHODLOGY.pdf
2. <https://kamarajcollege.ac.in/Department/BBA/III%20Year/004%20Core%2016%20-%20Research%20Methodology%20-V%20Sem%20BBA.pdf>
3. <https://prog.lmu.edu.ng/colleges\CMS/document/books/EIE%20510%20LECTURE%20NOTES%20first.pdf>
4. <https://gurukpo.com/Content/BBA/ResearchMethod in Mngg.pdf>
5. <https://ebooks.lpude.in/commerce/mcom/term 2/DCOM408 DMGT404 RESEARCH METHODOLOGY.pdf>

FINANCIAL SERVICES

Semester: V

Hours: 5

Code : 23BB5MC12

Credit: 3

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Define financial services, Merchant Banking, Leasing and Hire purchase, Venture Capital, Mutual Funds.	PSO-4	K1
CO-2	Infer Capital market & Money Market, Credit Rating.	PSO-5	K2
CO-3	Extract the role of financial system in economic development, Activities of venture Capital.	PSO-3	K3
CO-4	Correlate Underwriting Agencies and Lease agreements.	PSO-2	K4
CO-5	Criticize Leasing and Consumer finance.	PSO-1	K5

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

Semester: V		FINANCIAL SERVICES										Hours: 5
Code : 23BB5MC12												Credit: 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	3	4	3	4	3	3	5	3	3.64
CO-2	3	4	3	4	3	5	3	4	4	3	5	3.73
CO-3	4	3	3	5	4	3	4	3	5	3	3	3.64
CO-4	3	5	3	3	3	4	3	5	3	3	4	3.55
CO-5	5	4	3	3	5	3	5	4	3	3	3	3.73
Overall Mean Score												3.66

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

Note:

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

Values Scaling:

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

Meaning and importance of financial services - Financial Markets: Capital Market & Money market with its types of instruments, Functions of Capital market & Money Market- Difference between Capital Market and Money Market - role of financial system in economic development. **(15 Hours)**

UNIT II

Merchant Banking - Meaning, Definition, Functions. Issue management - Services of new issues market - Methods of Floating New Issues. Underwriting of Securities: Meaning - Types - Functions- Mechanics -Underwriting Agencies - Variants of Underwriting - Stock Exchange - Role of SEBI. **(15 Hours)**

UNIT III

Hire purchase and Leasing: Features of Hire purchase -Legal positions - Hire Purchase agreements - Hire purchase and Credit sale -Hire Purchase and Installment- hire Purchase and Leasing. Leasing: Meaning, Definition, Steps involved in Leasing -, Types, Content of Lease agreements, Advantages and Disadvantages of leasing. **(15 Hours)**

UNIT IV

Factoring - Meaning -Definition-Modus Operandi of factoring-Terms and conditions -Functions - Types of factoring. Venture Capital - Meaning - Definition - Feature - Activities of venture Capital - Scope - Importance of venture capital Methods of Venture financing. **(15 Hours)**

UNIT V

Mutual Funds: Meaning - Definition - Types - Importance. Credit Rating: Meaning - definition - Functions - Benefits. Consumer Finance: Meaning - Definition - Sources - Modes - Terms and conditions of finance - Case For and Against Consumer finance. **(15 Hours)**

COURSE BOOK:

- ❖ S. Gurusamy, Essentials of Financial services, Vijay Nicole Imprints Private Limited, Chennai, 2018.

BOOKS FOR REFERENCE:

1. Dr. Punithavathy pandian, Financial services and Markets, Himalaya Publishing House, 2009
2. M.Y. Khan, Financial Services, wide vision Publication, 2008.
3. B. Santhanam, Financial Services, Vijay Nicole Imprints Private Limited, Chennai, 2018.
4. Dr. M.N. Mishra, Law of Insurance, Himalaya Publishing House, 2010.
5. S.K.Basu, A Review of current Banking Theory and Practice, McGraw Hill Publications, 2016.

WEB RESOURCES

1. <http://vskub.ac.in/wp-content/uploads/2020/04/FINANCIAL-SERVICES-6th-Sem.pdf>
2. <http://kamarajcollege.ac.in/Department/BBA/II%20Year/e003%20Core%2011%20-%20Financial%20Services%20-%20IV%20Sem.pdf>
3. <https://academyfinancial.org/journal>
4. [Financial Remedies Journal](#)
5. https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA1403.pdf

DIGITAL MARKETING

Semester: V

Hours: 4

Code : 23BB5DE1A

Credit: 3

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Recite digital marketing and its framework, Content Marketing, social media and Online Reputation Management, Digital Analytics.	PSO-1	K1
CO-2	Compare Traditional vs Digital Marketing, Email Marketing, Mobile Marketing.	PSO-5	K2
CO-3	Relate Online Marketing Mix, Co-Marketing and Affiliate Marketing.	PSO-3	K3
CO-4	Illustrate Digital Engagement funnel, Conversion tracking, Applications of Sentiment analysis.	PSO-2	K4
CO-5	Reframe the structure of Display in Advertising, Lead generation and sales in social media, Customer life term value.	PSO-4	K5

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

Semester: V		DIGITAL MARKETING										Hours: 4
Code : 23BB5DE1A												Credit: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	4	3	3	5	4	5	4	3	3	4	3.91
CO-2	3	4	3	4	3	5	3	4	4	3	5	3.73
CO-3	4	3	3	5	4	3	4	3	5	3	3	3.64
CO-4	3	5	3	4	3	3	3	5	4	3	3	3.55
CO-5	4	3	5	3	4	3	4	3	3	5	3	3.64
Overall Mean Score												3.69

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

Note:

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

Values Scaling:

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

Introduction to Digital Marketing - Origin & Development of Digital Marketing - Traditional vs Digital Marketing - Opportunities & Challenges- Online Marketing Mix - Digital Advertising Market in India. 6M Framework - ASCOR & POEM Digital Marketing framework. **(12 Hours)**

UNIT II

Content Marketing - Content creation process - Content pillar - Types - A/B Testing - Display Advertising - Search Engine Marketing -Search Engine Optimization (On page & Off page optimization) - Email Marketing, - Mobile Marketing. **(12 Hours)**

UNIT III

Social Media Marketing: Building successful social media digital strategy - Piggy bank theory - Personal branding in social media - Crowdsourcing - Lead generation & sales in social media. **(12 Hours)**

UNIT IV

Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content - Co-Marketing - Affiliate Marketing - Influencer Marketing. **(12 Hours)**

UNIT V

Digital Analytics & Measurement: Importance of Analytics in digital space - Data capturing in online space - Types - Tracking Mechanism - Google Analytics structure - Conversion tracking - Digital Engagement funnel; Define - Key performance indicator(s) (KPIs) - Ad words & Display Networks. Overview - Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness - ROI (Return on Investment) & CLV (Customer life term value).

(12 Hours)

COURSE BOOK:

- ❖ Nitin C Kamat & Chinmay Nitin Kamat, Digital Social Media Marketing, Himalaya Publishing House, 2017.

BOOKS FOR REFERENCE:

1. Ian Dodson, The Art of Digital Marketing, The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley Publications, First Edition, 2016.
2. Dr. Manoj Pimple, Digital Social Media Marketing Chandralok Prakashan Kanpur Publishers, 2015.
3. Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017.
4. Vandhana Ahuja, Digital Marketing, Oxford University Press, 2015.
5. Romi Sainy, Rajendra Nargundhkar, Digital Marketing Cases from India, Notion Press Incorporated, 2018.

WEB RESOURCES

1. <https://www.soravjain.com/ebook/ebook.pdf>
2. <https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners>
3. <https://www.optron.in/blog/digital-marketing/>
4. <https://www.tutorialsduniya.com/notes/digital-marketing-notes/>
5. <https://digitalmarketinginstitute.com/resources/ebooks>

RURAL MARKETING

Semester: V

Hours: 4

Code : 23BB5DE1B

Credit: 3

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Describe the concept of Rural Marketing and Rural Environment, Consumer Buying Behaviour, Distribution in Rural Markets.	PSO-1	K1
CO - 2	Interpret Demographic Environment, Challenges in Rural Communication.	PSO-5	K2
CO - 3	Discover Influences of Consumer Behaviour, and Rural Media.	PSO-3	K3
CO - 4	Categorize Technological Environment, Outdoor Media, Personalized Media.	PSO-2	K4
CO - 5	Prioritize Rural Health care Services, Rural Retail Environment	PSO-4	K5

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

Semester: V		RURAL MARKETING										Hours: 4
Code : 23BB5DE1B												Credit: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	4	3	3	5	4	5	4	3	3	4	3.91
CO - 2	3	4	3	4	3	5	3	4	4	3	5	3.73
CO - 3	4	3	3	5	4	3	4	3	5	3	3	3.64
CO - 4	3	5	3	4	3	3	3	5	4	3	3	3.55
CO - 5	4	3	5	3	4	3	4	3	3	5	3	3.64
Overall Mean Score												3.69

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

Note:

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

Values Scaling:

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

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

(12 Hours)

UNIT II

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

(12 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.

(12 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.

(12 Hours)

UNIT V

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

(12 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 Publisheres, 2017.
2. Dr. Awadhesh Singh, Rural Marketing, New Age International Publisheres, 2016.
3. Dr. Dinesh Kumar & Purnam Gupta, Rural Marketing Challenges and Opportunities, Oxford University. 2017.
4. C.S.G. Krishnamacharyulu Lalitha Ramakrishnan, Rural Marketing Dorling Kindersley (India) Pvt. Ltd. 2012.
5. Sukhpal singh, Rural Marketing Vikas publication House Pvt. Ltd., 2009.

WEB RESOURCES

1. <https://www.ijirmf.com/wp-content/uploads/2016/11/201607041.pdf>
2. <https://www.thehindu.com/education/how-rural-marketing-is-the-next-stop-for-aspiring-marketers/article37174040.ece>
3. <https://www.researchgate.net/publication/344488910> Review of Rural Marketing in India and Innovations in Rural Marketing
4. <https://m.economictimes.com/prime/tag/rural-market>
5. <https://testbook.com/ugc-net-commerce/rural-marketing>

LOGISTICS & SUPPLY CHAIN MANAGEMENT

Semester: V

Hours: 4

Code : 23BB5DE1C

Credit: 3

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Explain the Logistics and Supply Chain Management, Concept of Logistics, Inventory Management, Logistical Packaging, Logistics Information System.	PSO-1	K1
CO-2	Extract the Evolution of Logistics, Value reference model, Concept of Logistical Packaging.	PSO-5	K2
CO-3	Relate Logistics and Supply Chain Management, Inventory Costs and Packaging Material.	PSO-3	K3
CO-4	Analyze Logistics and Competitive Advantage, Building a long-term relationship with vendors.	PSO-2	K4
CO-5	Appraise the relationship of Supplier in management and logistics in E - Commerce.	PSO-4	K5

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

Semester: V		LOGISTICS & SUPPLY CHAIN MANAGEMENT										Hours: 4
Code : 23BB5DE1C												Credit: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	4	3	3	5	4	5	4	3	3	4	3.91
CO-2	3	4	3	4	3	5	3	4	4	3	5	3.73
CO-3	4	3	3	5	4	3	4	3	5	3	3	3.64
CO-4	3	5	3	4	3	3	3	5	4	3	3	3.55
CO-5	4	3	5	3	4	3	4	3	3	5	3	3.64
Overall Mean Score												3.69

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

Note:

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

Values Scaling:

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

Concept of Logistics: Introduction, Objectives, Concept of Logistics, Objectives of logistics, Types of logistics, Concept of Logistics Management, Evolution of Logistics, Role of Logistics in an Economy, Difference between Logistics and Supply Chain Management, Logistics and Competitive Advantage, Logistics Mix, Logistics in Organized Retail in India. **(12 Hours)**

UNIT II

Supply Chain Management: Introduction, Objectives, Defining Value Chain, Organization level, Activities, Industry level, Value reference model, Concept of Supply Chain Management (SCM), Functions and Contribution of Supply Chain Management, Creating value, Enlisting suppliers to innovate, Leveraging value chain partners, Supply Chain Effectiveness and Indian Infrastructure, Framework for Supply Chain Solution, Supply Chain Relationships, Building a long-term relationship with vendors, Supplier relationship management (SRM). **(12 Hours)**

UNIT III

Inventory Management: Introduction, Objectives, Concept of Inventory, Types of Inventory, Concept of Inventory Management, Importance of inventory management, Objectives of inventory management, Different Types of Inventory Costs, Inventory Performance Measures, Inventory turnover ratio (ITR), Framework of performance indicators, Inventory Planning Measures, Economic order quantity (EOQ), Reorder point, Safety stock, Supplier-managed inventory. **(12 Hours)**

UNIT IV

Logistical Packaging: Introduction, Objectives, Concept of Logistical Packaging, Design Consideration in Packaging, Types of Packaging Material, Packaging Costs, Introduction to Logistics Outsourcing. **(12 Hours)**

UNIT V

Logistics Information System: Introduction, Objectives, Concept of Logistics Information System (LIS), Importance of LIS, Principles of designing LIS, Logistics Information Architecture, Application of Information Technology in Logistics and Supply Chain Management, Introduction to E - Commerce Logistics. **(12 Hours)**

COURSE BOOK:

- ❖ Saikumari. V, S. Purushothaman, Logistics & Supply Chain Management, Sultan Chand & Sons, First Edition, 2022

BOOKS FOR REFERENCE:

1. Janat Shah, Supply Chain Management - Text and Cases, Pearson Education, 5th edition, 2012.
2. Sunil Chopra and Peter Meindl, Supply Chain Management-Strategy Planning and Operation, PHI Learning / Pearson Education, 5th edition, 2012.
3. Ballou Ronald H, Business Logistics and Supply Chain Management, Pearson Education, 5th edition, 2013.
4. Joel D. Wisner, G. Keong Leong, Keah-Choon Tan, Principles of Supply Chain Management a Balanced Approach, South-Western, Cengage Learning, 3rd edition, 2011.
5. Altekhar Rahul V, Supply Chain Management-Concept and Cases, PHI, 3rd edition, 2005.

WEB RESOURCES

1. <https://www.techtarget.com/searcherp/definition/logistics-management>
2. <https://logistikknowhow.com/en/sorter-packing-department/the-packaging-logistics/>
3. <https://www.bigcommerce.com/articles/ecommerce/inventory-management/>
4. <https://www.mbaknol.com/management-information-systems/logistic-information-system-and-its-objectives/>
5. <https://www.oracle.com/in/scm/what-is-supply-chain-management/#:~:text=At%20the%20most%20fundamental%20level,product.>

INDUSTRIAL RELATIONS

Semester: V

Hours: 4

Code : 23BB5DE2A

Credit: 3

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Recognize the role and importance of Industrial Relations, Industrial Dispute, Labor Legislation, Workers' participation in management and Trade Unions.	PSO-1	K1
CO-2	Infer Approaches of Industrial relations, Settlement of Disputes and Works Committee.	PSO-5	K2
CO-3	Complete the procedure for Employee Dissatisfaction, Joint Management Council & Shop Council.	PSO-3	K3
CO-4	Connect the process in Collective Bargaining with Economic, Social and Political Conditions.	PSO-2	K4
CO-5	Defend the procedure in Redressal and Responsibilities of Trade Union.	PSO-4	K5

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

Semester: V				INDUSTRIAL RELATIONS									Hours: 4
Code : 23BB5DE2A													Credit: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's	
	1	2	3	4	5	6	1	2	3	4	5		
CO-1	5	4	3	3	5	3	5	4	3	3	3	3.73	
CO-2	3	4	3	4	3	5	3	4	4	3	5	3.73	
CO-3	3	4	3	5	3	4	3	4	5	3	4	3.73	
CO-4	4	5	3	3	4	3	4	5	3	3	3	3.64	
CO-5	3	4	5	3	3	3	3	4	3	5	3	3.55	
Overall Mean Score												3.68	

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

Note:

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

Values Scaling:

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

Industrial Relations: Origin, Definition, Scope, Role, Objectives, Factors, Participants & Importance of IR. Approaches to Industrial relations. System of IR in India. **(12 Hours)**

UNIT II

Industrial Dispute: Meaning, Employee Dissatisfaction, strikes - Lockouts, Lay Off & Causes of Conflict. Settlement of Disputes - Machinery - Negotiations Conciliation, Mediation, Arbitration and Adjudication. Grievance: Definition & Redressal Procedure. **(12 Hours)**

UNIT III

Labor Legislation: Factories Act 1948, Employee state insurance act 1948, Employee Compensation act 1923, Employee Provident Funds and Miscellaneous Provisions Act 1952 & Trade Union Act 1926. **(12 Hours)**

UNIT IV

Workers' participation in management: Labors Participation in Management Structure, Scope, Works Committee, Joint Management Council & Shop Council. Pre-Requisites for Successful Participation. Collective Bargaining: Definition, Meaning, Types, Process & Importance. **(12 Hours)**

UNIT V

Trade Unions - Growth - Economic, Social and Political Conditions - Objectives- Structures and Functions-Social and Economic Responsibilities of Trade Union. **(12 Hours)**

COURSE BOOK:

- ❖ M.R. Sreenivasan. Industrial Relation and Labour Legislations, Margham Publication, 2017.

BOOKS FOR REFERENCE:

1. Tripathy PC, Gupta CB & Kapoor ND, Industrial Relations and Labor law, Sultan chand & son Publication 2018.
2. C S Venkata Ratnam , Manoranjan Dhal, Industrial Relations, Oxford, 2nd Edition 2018
3. A M Sharma, Industrial Relations and Labour Laws, HPH, Revised Edition 2014.
4. P R N Sinha, Indu Bala Dinha, Seema Priyadarshini Shekhar, Industrial Relations, Sultan chand & son Publication 2018.
5. Taxmann, Trade Unions and Labour Legislation, Pearson Publication 2019,

WEB RESOURCES

1. <https://www.studocu.com/in/document/panjab-university/mangerial-finance/bba-specialization-hrm-vi-sem-industrial-relations/15804491>
2. [https://www.srcc.edu/e-resources?field e resources tid=447](https://www.srcc.edu/e-resources?field_e_resources_tid=447)
3. <https://labour.gov.in/industrial-relations>
4. <https://labourcommissioner.assam.gov.in/portlet-innerpage/what-is-a-trade-union>
5. <https://theintactone.com/2022/08/17/joint-management-councils/>

RETAIL MARKETING

Semester: V

Hours: 4

Code : 23BB5DE2B

Credit: 3

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Quote the basics of retailing and its needs, Functions of retailing and its types, Branding, Retail communication, Sales promotion.	PSO-1	K1
CO-2	Summarize Strategic Approach, Types of Retailers.	PSO-5	K2
CO-3	Sketch Brand Image, Window Display, Small Scale Retailers.	PSO-3	K3
CO-4	Distill the Importance of Retailing, Fixed Shop Retailers.	PSO-2	K4
CO-5	Appraise the promotional advertising like Show Room, Exhibition and Trade Show.	PSO-4	K5

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

Semester: V		RETAIL MARKETING										Hours: 4
Code : 23BB5DE2B												Credits: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	4	3	3	5	3	5	4	3	3	3	3.73
CO-2	3	4	3	4	3	5	3	4	4	3	5	3.73
CO-3	3	4	3	5	3	4	3	4	5	3	4	3.73
CO-4	4	5	3	3	4	3	4	5	3	3	3	3.64
CO-5	3	4	5	3	3	3	3	4	3	5	3	3.55
Overall Mean Score												3.68

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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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, Margam Publications, 2013.

BOOKS FOR REFERENCE:

1. David Gilbert, Retail Marketing, Pearson Publications, 2008.
2. Sandeep Kumar & Sweta Baksha, Retail Marketing, A.K. Publications, 2010.
3. Barton A Weitz & Ajay Pandit, Retail Management, Tata McGraw Hill Publication, 2016.
4. David Gilbert, Retail Marketing Management. 2nd Edition - 1st January 2006.
5. Constant Berkhout, Retail Marketing Strategy, Tata McGraw Hill Publication, 2014.

WEB RESOURCES:

1. <https://www.marketingtutor.net/retail-marketing/>
2. <https://cultbranding.com/ceo/what-is-retail-marketing/>
3. <https://www.indeed.com/career-advice/career-development/retail-marketing-strategies>
4. <https://endearhq.com/blog/retail-marketing>
5. <https://www.sender.net/blog/retail-marketing/>

STRATEGIC MANAGEMENT

Semester: V

Hours: 4

Code : 23BB5DE2C

Credit: 3

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Gain knowledge from other business, nature and dynamics of the strategy formulation, strategic issues and design, strategy formulation.	PSO-1	K1
CO - 2	Understand the Policies, Strategic Leadership and culture connection.	PSO-5	K2
CO - 3	Complete the strategic vision and Mission, qualitative and quantitative benchmarking to evaluate performance	PSO-3	K3
CO - 4	Analyze the Leadership Actions, Globalizing markets and internet economy.	PSO-2	K4
CO - 5	Prioritize restructuring and diversification strategies and strategic information systems.	PSO-4	K5

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

Semester: V		STRATEGIC MANAGEMENT										Hours: 4
Code : 23BB5DE2C												Credit: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	4	3	3	5	3	5	4	3	3	3	3.73
CO - 2	3	4	3	4	3	5	3	4	4	3	5	3.73
CO - 3	3	4	3	5	3	4	3	4	5	3	4	3.73
CO - 4	4	5	3	3	4	3	4	5	3	3	3	3.64
CO - 5	3	4	5	3	3	3	3	4	3	5	3	3.55
Overall Mean Score												3.68

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

Note:

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

Values Scaling:

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

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

WEB RESOURCES:

1. <https://pressbooks.lib.vt.edu/strategicmanagement/>
2. <https://openstax.org/books/principles-management/pages/9-1-strategic-management>
3. <https://www.sultanchandandsons.com/book/89/strategic-management>
4. <https://opentextbc.ca/strategicmanagement/>
5. https://books.google.com/books/about/BUSINESS_POLICY_AND_STRATEGIC_MANAGEMENT.html?id=4teCrYH6y_8C

INTERNSHIP/ INDUSTRIAL TRAINING

Semester: V

Hours: -

Code : 23BB5IN01/ 23BB5IT01

Credit: 2

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Learn the fundamentals of an internship site/ industrial set up.	PSO - 1	K1
CO - 2	Explain the acquired knowledge and demonstrate.	PSO - 3	K2
CO - 3	Apply the principles involved in machineries and tools to the current scenario.	PSO - 4	K3
CO - 4	Develop their soft skills for their working environment in the near future.	PSO - 5	K4
CO - 5	Emergence as an Entrepreneurs.	PSO - 2	K5

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

Semester: V				INTERNSHIP/ INDUSTRIAL TRAINING #								Hours: -
Code : 23BB5IN01/ 23BB5IT01												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	4	3	3	5	3	5	4	3	3	3	3.73
CO - 2	3	4	3	5	3	3	3	4	5	3	3	3.55
CO - 3	3	4	5	3	3	4	3	4	3	5	4	3.73
CO - 4	4	3	3	3	4	5	4	3	3	3	5	3.64
CO - 5	3	5	3	3	3	3	3	5	3	3	3	3.36
Overall Mean Score												3.60

Result: The score for this course is **3.60** (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 = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$

UG INTERNSHIP/ INDUSTRIAL TRAINING - GUIDELINES

I. Remembering

Recall the fundamental roles that production, marketing, finance, purchasing, and human resources play in a manufacturing organization.

II. Understanding

Describe how various divisions work together to accomplish company goals.

III. Applying

Apply classroom knowledge to assist in small tasks such as preparing reports and engaging in practical industrial activities.

IV. Analyzing

Examine and contrast theoretical ideas with actual business actions.

V. Evaluating

Determine how well the management techniques used during training worked.

Carried out in II Year summer vacation - (30 Hours) / At Least 6 days (IV Semester)
practical training is compulsory for all the candidates for the successful Completion of the BBA course.

The Practical training may be arranged during the II Year Summer Vacation (IV Semester). The training shall be in manufacturing companies which covering all the functional areas of management such as Production, Marketing, Finance, Purchase, Human Resource Department. After the Completion of the Internship / Industrial Training, the students have to submit their certificate from the concerned Industry and have to submit the training report in the prescribed format (30 pages). The Internship / Industrial Training report has to be submitted at the end of the V semester.

JACEP - EXTENSION
U.G. PROGRAMME OUTCOMES (2023 - 2026)

PO. NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO
1.	Acquire comprehensive knowledge and evaluate analytically in their specific disciplines.
2.	Apply the acquired knowledge in professional and social life.
3.	Evolve new methodologies in the specific disciplines leading to innovation and employability.
4.	Develop critical thinking required to pursue research.
5.	Apply the computational and life skills to the challenging problems in life.
6.	Design and develop independent projects.

U.G. PROGRAMME SPECIFIC OUTCOMES (PSO)

PSO. NO.	UPON COMPLETION OF THIS PROGRAM THE STUDENTS WILL BE ABLE TO	PO MAPPED
PSO - 1	Understand and identify the needs of the community and articulate viewpoints both practically and theoretically.	PO-1
PSO - 2	Develop among themselves a sense of social and civic responsibility to be more culturally equipped.	PO-2
PSO - 3	Apply their education in finding practical solutions to individual, community problems to exercise their rights properly.	PO- 3
PSO - 4	Acquire leadership qualities and a democratic attitude by carrying out their duties as effective citizens of the country.	PO- 4
PSO - 5	Develop the capacity to think clearly and cogently to meet emergencies and national disasters and practise national integration and social harmony.	PO- 5, PO- 6

JACEP - EXTENSION

Semester: V-VI

Hours: 60

Code : 23SLPEX01

Credit: 1

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Impart knowledge on education.	PSO-1	K1
CO - 2	Analyse the reasons for health problems and impart knowledge on a balanced diet.	PSO-2	K2
CO - 3	Develop a concern for the voiceless and faceless and rectify it.	PSO-3, PSO-4	K3
CO - 4	Get awareness of environmental issues and solve the issues.	PSO-4	K4
CO - 5	Apply different fields of knowledge to the society.	PSO-5	K5

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

Semester: V - VI		JACEP - EXTENSION										Hours: 60
Code : 23SLPEX01												Credit: 1
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	5	3	4	3	3	3	5	3	3	3	4	3.54
CO - 2	3	5	3	4	3	4	3	5	3	3	3	3.54
CO - 3	3	4	5	3	3	4	3	3	5	5	3	3.72
CO - 4	3	2	3	3	5	3	3	3	4	5	3	3.36
CO - 5	3	3	2	3	3	5	3	3	3	3	5	3.27
Overall Mean Score												3.48

Result: The Score for this Course is **3.48** (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: LITERACY GROUP:

Giving orientation for the students about JACEP - importance of education awareness of dropouts and counselling the parents to re-admit the school dropouts- organizing activities based on the disciplines - arranging competitions for school children - educating the school children about the positives and negatives of social media- Higher studies after +2.

UNIT II: HEALTH AND HYGIENE GROUP:

Doing a survey on health problems - organizing medical camps and talks - organizing basic medical check-ups, conducting health and hygiene talk by B. Voc. students of JAC to the adopted villages - Balance diet, orientation about home nurse- rapport with Government and NGO's

UNIT III: LIAISON GROUP & PEOPLE ORGANIZATION GROUP:

Motivating workers to access government savings schemes with unorganised sectors- celebrating important days - Services offered in E-Sevai centres- organizing income generation skill training for self-help groups. organizing population education programmes - conducting awareness programmes on emerging social issues - rapport with non-governmental organizations and local bodies to ensure the development of the villages - organizing youth, farmers and self-help group to function democratically.

UNIT IV: ENVIRONMENTAL GROUP:

Tree and sapling plantation - promotion of Herbal Gardens - observing environmental-related days -awareness campaign to educate the villagers to protect the environment.

UNIT V: APPLICATION OF KNOWLEDGE:

Conducting Special Skill Training for self-employment based on discipline to the target group with the help of NGO's and government organizations - awareness on social media.

BOOKS FOR REFERENCE:

1. Higher studies after +2
2. Services offered in E- Sevai services
3. பிறப்பு முதல் இறப்பு வரை அரசு ஆவணங்கள்/ சேவைகள் வழிகாட்டு கையேடு
4. அரசு நலத்திட்ட உதவிகள் தகவல் கையேடு
5. வருவாய் மற்றும் பேரிடர் மேலாண்மை துறை மூலம் பொது மக்களுக்கு இ சேவை வழியாக இணையதள மின் சேவை

SCHEME OF EVALUATION

Continuous Internal Assessment		
1.	Attendance (60 hours)	10 Marks
2.	Field Visit & Report	50 marks
3.	Assignment	40 Marks
Total		100 marks

MATERIAL MANAGEMENT

Semester: VI

Hours: 5

Code : 23BB6MC13

Credit: 4

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Recognize the principles of effective material management, replenishment to manage inventory management procedure.	PSO-1	K1
CO-2	Infer the Importance of Materials Management and Vendor Management.	PSO-5	K2
CO-3	Relate the functions of Replenishment Stock-Material demand forecasting.	PSO-4	K3
CO-4	Illustrate the Basis tools - ABC-VED- FSN Analysis, Centralized Store Room.	PSO-3	K4
CO-5	Defend the Moving items -EOQ-EBQ-Stores Planning, Value Analysis - Iso Types.	PSO-2	K5

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

Semester: VI		MATERIAL MANAGEMENT										Hours: 5
Code : 23BB6MC13												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	5	4	4	3	3	3.91
CO-2	3	3	3	4	3	5	3	3	4	3	5	3.55
CO-3	4	3	5	3	4	3	4	3	3	5	3	3.64
CO-4	3	4	3	5	3	4	3	4	5	3	4	3.73
CO-5	3	5	3	3	3	4	3	5	3	3	4	3.55
Overall Mean Score												3.68

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

Note:

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

Values Scaling:

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

Materials Management- Definition-Function-Importance of Materials Management.
(15 Hours)

UNIT II

Integrated materials management- the concept- service function advantages- Inventory Control- Function of Inventory - Importance-Replenishment Stock- Material demand forecasting- MRP- Basis tools - ABC-VED- FSN Analysis - Inventory Control Of Spares And Slow Moving Items -EOQ-EBQ-Stores Planning. (15 Hours)

UNIT III

Purchase Management- Purchasing - Procedure - Dynamic Purchasing - Principles - import substitution- International purchase- Import purchase procedure.
(15 Hours)

UNIT IV

Store Keeping and Materials Handling- Objectives - Functions - Store Keeping - Stores Responsibilities - Location of Store House - Centralized Store Room - Equipment - Security Measures - Protection and Prevention of Stores. (15 Hours)

UNIT V

Vendor Rating - Vendor Management - Purchase Department - Responsibility - Buyer Seller Relationship - Value Analysis - Iso Types. (15 Hours)

COURSE BOOK:

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

BOOKS FOR REFERENCE:

1. P. Saravanavel & S. Sumathi; Production and Materials Management, Margham Publications, 2015.
2. Steve Chapman, Tony K. Arnold, Ann K. Gatewood, Lloyd Clive; Introduction to Materials Management. Eighth Edition, Pearson, 2017.
3. P. Gopalakrishnan; Purchasing Materials Management, 1st edition, McGraw Hill Education, 2017.
4. P. Gopalakrishnan & Abid Haleem; Hand book of Materials Management, Second Edition, PHI Learning Pvt., Ltd., 2015.
5. Prem Virat; Materials Management, Springer Nature, 2014.

WEB RESOURCES

1. [https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS MANAGEMENT.pdf](https://ebooks.lpude.in/management/mba/term_4/DMGT525_MATERIALS_MANAGEMENT.pdf)
2. <https://examupdates.in/materials-management-notes/>
3. <https://www.slideshare.net/DevikaAntharjanam/3integrated-approach-tomaterialmanagement>
4. <https://www.slideshare.net/rohit3615/materials-handling-15528281>
5. <https://www.investopedia.com/terms/e/economicorderquantity.asp>

SERVICES MARKETING

Semester: VI

Hours: 5

Code : 23BB6MC14

Credit: 4

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Describe the concepts of Services Marketing, apply Marketing Mix in Service Marketing, design various strategies, delivering Quality Service, design the tools of Marketing.	PSO-1	K1
CO-2	Interpret the Characteristics of service, product decision, pricing strategies and tactics.	PSO-5	K2
CO-3	Articulate the quality standards, factors and solutions, External communication to the customers.	PSO-3	K3
CO-4	Categorize an Additional dimension in services marketing, developing appropriate and effective communication about service quality.	PSO-2	K4
CO-5	Criticize to building service aspirations, Factors and techniques to resolve this gap.	PSO-4	K5

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

Semester: VI		SERVICES MARKETING										Hours: 5
Code : 23BB6MC14												Credit: 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	3	5	3	5	4	3	3	3	3.73
CO-2	3	4	3	3	3	5	3	4	3	3	5	3.55
CO-3	4	3	3	5	4	3	4	3	5	3	3	3.64
CO-4	3	5	3	4	3	4	3	5	4	3	4	3.73
CO-5	3	3	5	3	3	3	3	3	3	5	3	3.36
Overall Mean Score												3.60

Result: The score for this course is **3.60** (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

Marketing Services: Introduction growth of the service sector. The concept of service. Characteristics of service - classification of service designing of the service, blueprinting using technology, developing human resources, building service aspirations. **(15 Hours)**

UNIT II

Marketing Mix in Service Marketing: The seven Ps: product decision, pricing strategies and tactics, promotion of service and distribution methods for services. Additional dimension in services marketing- people, physical evidence and process. **(15 Hours)**

UNIT III

Effective Management of Service Marketing: Marketing demand and supply through capacity planning and segmentation - internal marketing of services - external versus internal Orientation of service strategy. **(15 Hours)**

UNIT IV

Delivering Quality Service: Causes of service - quality gaps. The customer expectations versus perceived service gap. Factors and techniques to resolve this gap. Customer relationship management. Gaps in services - quality standards, factors and solutions - the service performance gap - key factors and strategies for closing the gap. External communication to the customers- the promise versus delivery gap - developing appropriate and effective communication about service quality. **(15 Hours)**

UNIT V

Marketing of Service with Special Reference To:1. Financial services, 2. Health services, 3. Hospitality services including travel, hotels and tourism, 4. Professional service, 5. Public utility service, 6. Educational services. **(15 Hours)**

COURSE BOOK:

- ❖ Reddy P.N. Services Marketing, Himalaya Publication, 2011.

BOOKS FOR REFERENCE:

1. Dr. B. Balaji, Services Marketing and Management, S. Chand & Co, New Delhi, 2011.
2. S.M. Jha, Services marketing, Himalaya Publishers, India, 2014.
3. Baron, Services Marketing, Second Edition. Palgrave Macmillan, 2013.
4. Dr. L. Natarajan Services Marketing, Margham Publications, Chennai, 2018.
5. Thakur.G.S. Sandhu supreet & Dogra Babzan, Services marketing, kalyanni Publishers, Ludhianna, 2016.

WEB RESOURCES

1. <https://www.managementstudyguide.com/seven-p-of-services-marketing.htm>
2. <https://www.economicsdiscussion.net/marketing-2/what-is-service-marketing/31875>
3. <https://www.marketingtutor.net/service-marketing/>
4. <https://www.marketing91.com/service-marketing/>
5. <https://www.marketing91.com/service-marketing-mix/>

BUSINESS TAXATION

Semester: VI

Hours: 5

Code : 23BB6MC15

Credit: 4

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Identify the basic concepts of tax, GST rules in real-time business situations, GST mechanism in India, Income tax and documents under GST Compliance.	PSO-1	K1
CO-2	Interpret the Tax System and Return of GST in India.	PSO-5	K2
CO-3	Complete the Previous and Assessment Year supply of goods and services.	PSO-3	K3
CO-4	Analyze the Registration of casual taxable person and an Overview of Tax Audit.	PSO-2	K4
CO-5	Defend the procedure for claiming customs duty drawback, Deductions and Exemptions.	PSO-4	K5

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

Semester: VI		BUSINESS TAXATION										Hours: 5
Code : 23BB6MC15												Credit: 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	3	5	3	5	4	3	3	3	3.73
CO-2	3	4	3	4	3	5	3	4	4	3	5	3.73
CO-3	4	3	3	5	4	3	4	3	5	3	3	3.64
CO-4	3	5	3	4	3	3	3	5	4	3	3	3.55
CO-5	3	3	5	3	3	3	3	3	3	5	3	3.36
Overall Mean Score												3.60

Result: The score for this course is **3.60** (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 Taxation - Canons of Taxation - Tax System in India - Direct and Indirect Taxes - Meaning and Types. **(15 Hours)**

UNIT II

Income Tax Act 1961 - Basic Concepts and Definitions - Income, Assessee, Person, Previous Year, Assessment Year, Gross Total Income, Total Income. Meaning of Permanent Account Number, Return of Income, TDS - Meaning - Rates - Filing and Return, Advance Tax, Rates of Taxation, Assessment Procedure. **(15 Hours)**

UNIT III

Customs Act 1962 - Introduction, Objectives, Definitions, Functions and powers of customs authorities, different types of custom duties. Classification of goods, procedure for assessment and methods of valuation for customs, demand and recovery of customs duty, procedure for claiming customs duty drawback. **(15 Hours)**

UNIT IV

Definitions of GST - business related person's capital goods - levy and collection of tax - mixed supply, composite supply - meaning, advantages and disadvantages of unregistered supplier - time and value of supply - goods, services - input tax credit - Registration of GST - person liable for registration, not liable for registration, Registration of casual taxable person, deemed on cancellation of registration, revocation of cancellation of registration. **(15 Hours)**

UNIT V

Tax Invoice, Credit and Debit notes -Return of GST, Refunds, payment of tax, assessment and audit. An Overview of Tax Audit - Tax Incentives and Export Promotions, Deductions and Exemptions. **(15 Hours)**

COURSE BOOK:

- ❖ Srinivasan N.P and Priya Swami. M, Business Taxation, Kalyani publishers Edition 2013.

BOOKS FOR REFERENCE:

1. Dr..Senthil and Senthil, Business Taxation, Himalaya Publication, 4thEdition, 2011.
2. Dr.Vinodk.Singania, Indirect Tax, Sultan Chand and Sons, Edition2013.
3. Dr. Vinodk.Singania and Dr. Monica Singhanian, Students Guide to Income Tax (including service tax, vat), JBA Publishers, Edition2013.
4. Dr. Vandhana Bangar, Yogendra Bangar, Indirect tax laws, AadhyaPrakasam Allahabad 2018.
5. T.S. Reddy & Y.Hariprasad Reddy, Business Taxation, Margham Publications, Chennai 2018.

WEB RESOURCES

1. <https://www.gst.gov.in/>
2. <https://gstcouncil.gov.in/>
3. <https://taxguru.in/custom-duty/types-duties-customs.html>
4. <https://www.indiantradeportal.in/vs.jsp?lang=0&id=0,25,857,3901>
5. <https://www.aegonlife.com/insurance-investment-knowledge/tax-structure-in-india-explained/>

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Semester: VI

Hours: 4

Code : 23BB6MC16

Credit: 3

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Recite the meaning of basic terminologies used in stock market, investment processes, various investment decisions.	PSO-1	K1
CO - 2	Classify the debt instruments, Portfolio Models and derivative market.	PSO-5	K2
CO - 3	Articulate the calculation of SENSEX and NIFTY, Concept and Forms of Market Efficiency.	PSO-3	K3
CO - 4	Categorize the tools of Stock exchanges, bond convexity and Financial Statement Analysis.	PSO-2	K4
CO - 5	Reframe fundamental of Charts, Patterns, Trend Lines, Support and Resistance Levels.	PSO-4	K5

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

Semester: VI		SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT										Hours: 4
Code : 23BB6MC16												Credit: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	4	3	3	5	3	5	4	3	3	3	3.73
CO-2	3	4	3	3	3	5	3	4	3	3	5	3.55
CO-3	4	3	3	5	4	3	4	3	5	3	3	3.64
CO-4	3	5	3	4	3	4	3	5	4	3	4	3.73
CO-5	3	3	5	3	3	3	3	3	3	5	3	3.36
Overall Mean Score												3.60

Result: The score for this course is **3.60** (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, objectives, classification of investment. Investment versus speculation. security markets-primary and secondary, market indices- calculation of SENSEX and NIFTY. Stock exchanges- BSE, NSE, OTCEI. Financial intermediaries. Return and Risk - Meaning, types of risk. **(12 Hours)**

UNIT II

Equity analysis & valuation, Types of debt instruments, bond immunization, bond volatility, bond convexity. **(12 Hours)**

UNIT III

Fundamental Analysis: Economic analysis: factors, Industry Analysis: Industry Life Cycle. Company Analysis: Tools of Financial Statement Analysis. Technical Analysis: Dow Theory, Elliot wave theory, Efficient Market Hypothesis; Concept and Forms of Market Efficiency. Charts, Patterns, Trend Lines, Support and Resistance Levels. **(12 Hours)**

UNIT IV

Steps in portfolio management, Portfolio Models -Capital Asset Pricing Model, Arbitrage Pricing Theory. **(12 Hours)**

UNIT V

Characteristics, types of derivatives, participants in derivative market. Characteristics of futures, forwards, swaps, options. **(12 Hours)**

COURSE BOOK:

- ❖ Dr. Punithavathy Pandian, Security Analysis & Portfolio Management, Vikas Publishing 2nd edition, 2012.

BOOKS FOR REFERENCE:

1. Reilly & Brown, Investment Analysis and Portfolio Management, Cengage, 10th edition, 2016.
2. Bodi, Kane, Markus, Mohanty, Investments, 8th edition, Tata McGraw Hill, 2011.
3. V.A.Avadhan, Securities Analysis and Portfolio Management, Himalaya PublishingHouse, 2013.
4. V.K.Bhalla, Investment Management, S.Chand & Company Ltd., 2012.
5. Jay M Desai, Nishag A Joshi, Investment Management, Dream Tech Press, 2013.

WEB RESOURCES

1. www.stock-trading-infocentre.com
2. www.sebi.gov.in
3. <https://corporatefinanceinstitute.com/resources/knowledge/trading-investing/fundamental-analysis/>
4. <https://www.investopedia.com/terms/t/technicalanalysis.asp>
5. <https://groww.in/p/portfolio-management>

PROJECT *

Semester: VI

Hours: 4

Code : 23BB6PR01

Credit: 3

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO - 1	Identify a problem in their respective field.	PSO-1	K1
CO - 2	Understand the various steps involved in solving the problem.	PSO-4	K2
CO - 3	Apply various skills to solve the problem.	PSO-3	K3
CO - 4	Interpret their findings in the respective field.	PSO-2	K4
CO - 5	Present the outcome of their project.	PSO-5	K5

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

Semester: VI		PROJECT *										Hours: 4
Code : 23BB6PR01												Credit: 3
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO-1	5	4	3	3	5	3	5	4	3	3	3	3.73
CO-2	3	4	5	3	3	3	3	4	3	5	3	3.55
CO-3	4	3	3	5	4	3	4	3	5	3	3	3.64
CO-4	3	5	3	4	3	4	3	5	4	3	4	3.73
CO-5	3	3	3	3	3	5	3	3	3	3	5	3.36
Overall Mean Score												3.60

Result: The score for this course is **3.60** (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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UG PROJECT - GUIDELINES

- I. Project report is to bridge theory and practice.
- II. The project work should be neatly presented in not less than 30 pages and not more than 50 pages.
- III. Paper Size should be A4
- IV. 1.5 spacing should be used for typing the general text. The general text shall be justified and typed in the Font style - Font: Times New Roman / Font Size: 12 for text)
- V. Subheading shall be typed in the Font style (Font: Times New Roman / Font Size: 14 for headings). The report should be professional.
- VI. The candidate should submit periodical report of the project to the supervisor.
- VII. Two reviews and internal viva voce will be conducted before the External Viva Voce
- VIII. Each candidate should submit hardcopy and a soft copy to the Department.
- IX. After the Evaluation of the project report one hard copy will be returned to the candidate.

CONSUMER BEHAVIOUR

Semester: VI

Hours: 3

Code : 23BB6DE3A

Credit: 2

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Describe the concepts of underlying consumer behaviour, internal and external factors, decision making and consumption, Motivation, Personality and attitude with consumer behaviour, consumer learning.	PSO-1	K1
CO-2	Extract the principles of Organizations as Buyers, Reference Groups, Family, Internal Influences.	PSO-5	K2
CO-3	Apply the Marketing Concept, Buying pattern in the new digital era.	PSO-3	K3
CO-4	Analyze the Problem in Recognition and motivation.	PSO-2	K4
CO-5	Evaluate the theory of Cognitive Learning and Concept of Involvement.	PSO-4	K5

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

Semester: VI		CONSUMER BEHAVIOUR										Hours: 3
Code : 23BB6DE3A												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	3	4	3	5	3	5	3	3	4	3	3.73
CO-2	3	4	3	3	3	5	3	4	3	3	5	3.55
CO-3	4	3	3	5	4	3	4	3	5	3	3	3.64
CO-4	3	5	3	4	3	3	3	5	4	3	3	3.55
CO-5	3	3	5	3	3	3	3	3	3	5	3	3.36
Overall Mean Score												3.57

Result: The score for this course is **3.57** (High Relationship)

Note:

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

Values Scaling:

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

Introduction to Consumer Behaviour and Consumer Research: Consumer Behaviour - Definition, Consumer and Customers, Buyers and Users, Organizations as Buyers, Development of Marketing Concept, Consumer Behaviour and its Applications in Marketing, Consumer Research Process. **(9 Hours)**

UNIT II

Factors influencing Consumer Behaviour- External Influences - Culture, Sub Culture, Social Class, Reference Groups, Family, Internal Influences- Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes. **(9 Hours)**

UNIT III

Consumer Decision Making Process - Types of consumer decisions, Consumer Decision Making Process - Problem Recognition - Information Search - Alternative Evaluation -Purchase Selection - Post purchase Evaluation, Buying pattern in the new digital era. **(9 Hours)**

UNIT IV

Personality and consumer behavior - nature and characteristics of personality-theories of personality- influence of personality on consumer behavior- consumer motivation - concepts, needs, goals and motives - themes in consumer motivation. Attitude - characteristics - components - functions of attitude - factors influencing attitude - themes of attitude **(9 Hours)**

UNIT V

Consumer Learning, Memory and Involvement: Introduction, Components of Learning, Behavioral Theory, Cognitive Learning Theory, Concept of Involvement, Dimensions of Involvement - Model of consumer involvement. **(9 Hours)**

COURSE BOOK:

❖ Dr. L Natarajan; Consumer Behavior, Margham Publication, 2019

BOOKS FOR REFERENCE:

1. Michael R. Solomon; Tapan Kumar Panda, Consumer Behavior, Pearson Publication, 2020.
2. Ms. Suja and R. Nair; Consumer Behavior in Indian Perspective, Himalaya Publishing house Pvt ltd, 2015
3. Michael R Solomon; Consumer Behaviour: Buying, Having and Being. Pearson Publication, 2018.
4. David L. Loudon and Albert J Della Bitta, Consumer Behavior, McGraw Hill, New Delhi, 2002.
5. Leon G Schiffman, Joseph Wesen Blit, S. Ramesh Kumar; Consumer Behavior, Pearson Publication, 11th Edition, 2015

WEB RESOURCES

1. <https://theintactone.com/2019/08/31/ccsubba-401-consumer-behavior/>
2. <https://indiafreenotes.com/bba406-consumer-behavior/>
3. <https://opentextbc.ca/introconsumerbehaviour/chapter/involvement-levels/>
4. <https://www.yourarticlelibrary.com/consumers/personality-consumers/personality-of-consumer-nature-theories-and-life-style-concept/64136>
5. <https://www.iedunote.com/attitude-and-consumer-behavior>

MANAGEMENT INFORMATION SYSTEM

Semester: VI

Hours: 3

Code : 23BB6DE3B

Credit: 2

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Gain knowledge in MIS, decision making, structure and role in management functions, Database Management systems, SDLC, BPO, Data mining and the recent trends.	PSO-1	K1
CO-2	Understand the Structure of MIS, Categories of Information Systems.	PSO-5	K2
CO-3	Apply the Characteristics of System, Input Devices, Output devices and Storage devices.	PSO-3	K3
CO-4	Analyze the concept of online processing, Personnel, production, material and marketing.	PSO-2	K4
CO-5	Evaluate a business analytics and relevance of big data	PSO-4	K5

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

Semester: VI		MANAGEMENT INFORMATION SYSTEM										Hours: 3
Code : 23BB6DE3B												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	3	4	3	5	3	5	3	3	4	3	3.73
CO-2	3	4	3	3	3	5	3	4	3	3	5	3.55
CO-3	4	3	3	5	4	3	4	3	5	3	3	3.64
CO-4	3	5	3	4	3	3	3	5	4	3	3	3.55
CO-5	3	3	5	3	3	3	3	3	3	5	3	3.36
Overall Mean Score												3.57

Result: The score for this course is **3.57** (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 Management Information System - MIS support for planning, Organizing and controlling - Structure of MIS - Information for decision -making. - Ethical issues. **(9 Hours)**

UNIT II

Concept of System - Characteristics of System - Systems classification - Categories of Information Systems - Strategic information system and competitive advantage. **(9 Hours)**

UNIT III

Computers and Information Processing - Classification of computer - Input Devices - Output devices - Storage devices, - Batch and online processing. Hardware - Software. Database management Systems. **(9 Hours)**

UNIT IV

System Analysis and design - SDLC - Role of System Analyst - Functional Information system - Personnel, production, material, marketing. **(9 Hours)**

UNIT V

Decision Support Systems - Business Process Outsourcing - Definition and function - Introduction to business analytics & relevance of big data. **(9 Hours)**

COURSE BOOK:

- ❖ Dr. S.P. Rajagopalan, "Management Information Systems and EDP ", Margham Publications , Chennai, 2013.

BOOKS FOR REFERENCE:

1. John Walkenback Excel Formulas, Wiley Publications, 2010.
2. Michael Alexander Business Intelligence Tools for Excel Analysts, 2014.
3. Management Information System by Jawadekar, Tata Mc Graw hill Publication, 2nd Edition, 2015.
4. Management Information System by Ozz Effy
5. Management Information System by Concise study by Kelkhar S A

WEB RESOURCES

1. https://www.tutorialspoint.com/management_information_system/management_information_system.htm
2. <http://tumkuruniversity.ac.in/ocug/comm/notes/MIS.pdf>
3. [JMIS - Journal of Management Information Systems \(jmis-web.org\)](http://jmis-web.org)
4. [Management Information Systems Quarterly | AIS Affiliated Journals | Association for Information Systems \(aisnet.org\)](http://aisnet.org)
5. <https://nitsri.ac.in/Department/Electronics%20&%20Communication%20Engineering/MIS-Notes>

INTERNATIONAL BUSINESS

Semester: VI

Hours: 3

Code : 23BB6DE3C

Credit: 2

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, approaches in International Business, MNC's, globalization, WTO and its functions.	PSO-1	K1
CO-2	Paraphrase the Stages of internationalization, Ethnocentric Approach and stages of globalization.	PSO-5	K2
CO-3	Sketch the goals of international business, MNCs in India and concepts of BPO, FDI.	PSO-3	K3
CO-4	Analyze the investment in global market and Functions of WTO.	PSO-2	K4
CO-5	Defend the future of international business and Organization structure of the WTO.	PSO-4	K5

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

Semester: VI		INTERNATIONAL BUSINESS										Hours: 3
Code : 23BB6DE3C												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	3	4	3	5	3	5	3	3	4	3	3.73
CO-2	3	4	3	3	3	5	3	4	3	3	5	3.55
CO-3	4	3	3	5	4	3	4	3	5	3	3	3.64
CO-4	3	5	3	4	3	3	3	5	4	3	3	3.55
CO-5	3	3	5	3	3	3	3	3	3	5	3	3.36
Overall Mean Score												3.57

Result: The score for this course is **3.57** (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.

(9 Hours)

UNIT II

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

(9 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.

(9 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.

(9 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.

(9 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.
4. Dr.L.Natarajan, International Business, Margham Publication, 2023.
5. Palmer & Perkin, International Relation, CBS Publishers & Distributors Pvt.Ltd.2016.

WEB RESOURCES

1. <https://www.internationalrelationsedu.org/what-is-international-business/>
2. <https://www.wallstreetmojo.com/international-business/>
3. https://saylordotorg.github.io/text_international-business/
4. <https://www.shiksha.com/online-courses/articles/international-business-meaning-importance-its-forms/>
5. <https://online.hbs.edu/blog/post/international-business-examples>

E-BUSINESS

Semester: VI

Hours: 4

Code : 23SE6BB04

Credit: 2

COURSE OUTCOMES:

CO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PSO ADDRESSED	COGNITIVE LEVEL
CO-1	Identify the basic concepts of electronic business, web-based tools, security threats to e-business, strategies on marketing, Business plan for e-business.	PSO-1	K1
CO-2	Compare the Internet and web portals, implementing security for e - commerce.	PSO-5	K2
CO-3	Teach an overview of packages, B2C and strategies for purchasing and support activities.	PSO-3	K3
CO-4	Connect international, legal and ethical tax issues.	PSO-2	K4
CO-5	Evaluate electronic payment systems and business plan for implementing e-business.	PSO-4	K5

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

Semester: VI		E-BUSINESS										Hours: 4
Code : 23SE6BB04												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	3	3	3	5	3	5	3	3	3	3	3.55
CO-2	3	4	3	4	3	5	3	4	4	3	5	3.73
CO-3	4	3	3	5	4	3	4	3	5	3	3	3.64
CO-4	4	5	3	3	4	3	4	5	3	3	3	3.64
CO-5	3	4	5	3	3	3	3	4	3	5	3	3.55
Overall Mean Score												3.62

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

Note:

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

Values Scaling:

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

Introduction to electronic business - meaning - value chains - the Internet and the web - infrastructure for e-business (12 Hours)

UNIT II

Web based tools for e - business - e - business software - overview of packages. (12 Hours)

UNIT III

Security threats to e - business - implementing security for e - commerce and electronic payment systems. (12 Hours)

UNIT IV

Strategies for marketing, sales and promotion - B2C and strategies for purchasing and support activities - B2B - web auction virtual - web portals. (12 Hours)

UNIT V

The environment of e-business - international - legal ethical - tax issues - business plan for implementing e-business. (12 Hours)

COURSE BOOK:

❖ Dr. P. Rizwan Ahmed, E- Business & E- Commerce, Margham Publication, 2021.

BOOKS FOR REFERENCE:

1. Dave Chaffey: E-Business and E-Commerce Management, Pearson Education, 2019.
2. Kalakota, Ravi: Frontiers of Electronic Commerce, Addison - Wesley, Delhi.
3. Smantha Shurety: E-Business with Net Commerce, Addison - Wesley, Singapore.
4. David Whitely, E Commerce Strategy, Technology and Applications, TMH.
5. J. Christopher Westle and Theodore H K Clarke, Global Electronic Commerce - Theory and Case Studies, University Press.

WEB RESOURCES

1. https://www.tutorialspoint.com/e_commerce/e_commerce_tutorial.pdf
2. <https://www.techtarget.com/searchcio/definition/e-business>
3. <https://www.britannica.com/technology/e-commerce>
4. <https://www.geeksforgeeks.org/different-types-of-threat-to-e-commerce/>
5. <https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf>

SELF STUDY COURSE
PERSONALITY ENRICHMENT

Semester: VI

Code : 23BB6SS01

Credits: 2*

COURSE OUTCOMES:

- ❖ To Improve self -awareness for better organizational performance.
- ❖ To understand non -verbal forms of communication.
- ❖ To Apply the problem-solving skills in conflict management.

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. 4th edition. Australia: Thomson & Wadsworth, 2011.
2. Johnson, D.W., Reaching out - Interpersonal Effectiveness and Self Actualization, 6th edition, Boston: Allyn and Bacon, 2010.
3. Robbins, S. P. and Hunsaker, Phillip, L., Training in Interpersonal skills. Tips for managing people at work. 5th edition, New Delhi: PHI Learning, 2014.
4. Frey, D and Carlock, C., Enhancing Self Esteem. 2nd edition. Indiana: Accelerated Development INC, 2013.
5. N.C.Jain, Personal Management and Human Resources, Aitbs Publishers, India, 2017.

WEB RESOURCES

1. <https://vit.edu.in/PersonalityEnrichmentCommittee.html>
2. <https://www.deccaninstitute.org/personality-development-enrichment/>
3. <https://marghampublications.com/index.php/text-books/other-books/personality-enrichment-k-r-dhanalakshmi-n-s-raghunathan>
4. <https://www.studocu.com/in/document/university-of-madras/b-com-2-nd-year/1-personality-enrichment/56882344>
5. <https://2ndbuys.com/product/personality-enrichment-by-k-r-dhanalakshmi-and-n-s-raghunathan/>

INVESTMENT MANAGEMENT

Semester: VI

Code : 23BB6SS02

Credit: 2*

COURSE OUTCOMES:

- ❖ To Know the Scope of Investment Management, Alternative Investment, Financial Markets in India, Industrial Security Market and Stock Exchange.
- ❖ To Familiar with the Structure of financial markets in India.
- ❖ To Acquire practical knowledge in stock Exchange Turnover in India and powers of the governing Body.

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, Organization 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.
5. Dr.L.Natarajan, Merchant Banking and Financial Services, Margham publications, 2018.

WEB RESOURCES

1. <https://emeritus.org/in/learn/finance-investment-management/>
2. <https://www.morganstanley.com/what-we-do/investment-management>
3. <https://www.indeed.com/career-advice/career-development/retail-marketing-strategies>
4. <https://cultbranding.com/ceo/what-is-retail-marketing/>
5. <https://www.marketingtutor.net/retail-marketing/>

BUSINESS ENVIRONMENT

Semester: VI

Code : 23BB6SS03

Credits: 2*

COURSE OUTCOMES:

- ❖ To understand the concepts of Business Environment, Political Environment, Social environment, Economic Environment, Financial Environment.
- ❖ To analyze the Business relationships in India.
- ❖ To construct an idea of Non-Banking Financial Companies.

UNIT I

The concept of Business Environment - Its nature and significance - Brief overview of political - Cultural - Legal - Economic and social environments and their impact on business and strategic decisions

UNIT II

Political Environment - Government and Business relationships in India

UNIT III

Social environment - Cultural heritage- Social attitudes - Castes and communities - Joint family systems - linguistic and religious groups - Types of social organization.

UNIT IV

Economic Environment - Nature of Economic- structure of the Economic - Economic Policies - Economic conditions.

UNIT V

Financial Environment - Financial system - Commercial bank - Financial Institutions - RBI Stock Exchange - IDBI - Non-Banking Financial Companies NBFCs.

COURSE BOOK:

- ❖ Francis Cherunilam, 2002, *Business environment*, Himalaya Publishing House, 11th Revised Edition, India.

BOOKS FOR REFERENCE:

1. P.V. Khatri, J.S. Kadyan & Ms. Rashmi, *Business Environment*, Global Academic Publishers & Distributors, 2019.
2. Dr. S. Sankaran, *Business Environment*, Margham Publications, 2015.
3. K. Ashwathappa, 1997, *Essentials of Business Environment*, Himalaya Publishing House, 6th Edition, India.
4. Faisal Ahmed M. Absar Alam. *Business Environment Indian and Global Perspective*, PHI Learning Private Limited, 2017.
5. C B Gupta, *Business Environment*, Sultan Chand & Sons, 2018.

WEB RESOURCES

1. <https://pestleanalysis.com/political-factors-affecting-business/>
2. [https://iimm.org/wp-content/uploads/2019/04/IIMM BE Book.pdf](https://iimm.org/wp-content/uploads/2019/04/IIMM_BE_Book.pdf)
3. <https://www.marketingtutor.net/political-factors-affect-business/>
4. <https://www.toppr.com/guides/commercial-knowledge/business-environment/macro-political-legal-social-environment/>
5. <https://opentext.wsu.edu/cpim/chapter/chapter-4-the-economic-and-political-environment/>

TRAINING AND DEVELOPMENT

Semester: VI

Code : 23BB6SS04

Credits: 2*

COURSE OUTCOMES:

- ❖ To Gain knowledge in Historical Development in Training.
- ❖ To evaluate E- learning and technology.
- ❖ To Identify employee development and career management

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:

- ❖ Dr.Lalitha Balakrishnan & Dr.Gowri Ramachanthiran, Training and Development ,
Vijay Nicole imprints Pvt. Ltd, 2015.

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.
3. Dr.R.K.Sahu, Training for Development for all you need to know, Excel Publication New Delhi 2006.
4. Dr.P.Janakiraman, Training and Development, Dreamtech Publishers, 2007.
5. Prof. J. Udaipareek, Training Instruments for human resource development, Dorling Kindersley (India) Pvt. Ltd., 2013.

WEB RESOURCE

1. <https://explore.darwinbox.com/hr-glossary/training-and-development>
2. <https://www.peoplehum.com/glossary/training-and-development>
3. https://en.wikipedia.org/wiki/Training_and_development
4. <https://www.techtarget.com/searchhrsoftware/definition/employee-training-and-development>
5. <https://www.greatplacetowork.com/resources/blog/employee-training-development-benefits-planning>

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)

SKILL DEVELOPMENT PROGRAMME (SDP) (CERTIFICATE COURSE)

BASICS OF EVENT MANAGEMENT (23BB1SD01)

MONEY AND BANKING (23BB1SD02)

PORTFOLIO MANAGEMENT (23BB1SD03)

This certificate course is offered by the Department of Business Administration to all U.G. students in III & IV 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
Total	100

- The total internal marks obtained for 100 will be converted into 25 marks.

EXTERNAL QUESTION PATTERN (2023-2026)

PART - A

Answer any Three Out of Six Questions (3×5=15)

PART - B

Answer any Four out of Six Questions (4×15=60)

BASICS OF EVENT MANAGEMENT

Code: 23BB1SD01

Credits: 2

COURSE OUTCOMES:

- ❖ To Apply the basics of designing, organising and Familiarity with marketing and event budget.
- ❖ To Evaluate event concept and Event Design.
- ❖ To Identify Public Relations and Event sponsorship.

UNIT I

Introduction: Event Management - Definition, Need, Importance, Activities.

UNIT II

Concept and Design of Events: Event Co-ordination, Developing &, Evaluating event concept - Event Design.

UNIT III

Event Feasibility: Resources - Feasibility, SWOT Analysis.

UNIT IV

Event Planning & Promotion - Marketing & Promotion - 5Ps of Event Marketing - Product, Price, Place, Promotion, Public Relations.

UNIT V

Event Budget - Financial Analysis - Event Cost - Event Sponsorship.

COURSE BOOK:

- ❖ Karan Saxena, Event Management, Sublime Publication, 2015.

BOOKS FOR REFERENCE:

1. Devesh Kishore, Ganga Sagar Singh, Event Management: A Booming Industry and an Eventful Career, Har-Anand Publications Pvt. Ltd. 2008.
2. Swarup K. Goyal, Event Management, Adhyayan Publisher - 2009.
3. Savita Mohan, Event Management & Public Relations, Enkay Publishing House, 2014.
4. S.J. Sebellin Ross, Event Planning - The ultimate guide - Public Relations, 2012.
5. Lynn Van Der Wagen & Brenda R Carlos, Event Management, Pearson Publishers, 2009.

WEB RESOURCES

1. https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf
2. <https://www.eventbrite.com/blog/?s=roundup>
3. <https://www.eventindustrynews.com/>
4. <https://www.cvent.com/en/blog/events/what-is-event-management>
5. <https://www.indeed.com/career-advice/finding-a-job/what-is-event-management>

MONEY & BANKING

Code: 23BB1SD02

Credits: 2

COURSE OUTCOMES:

- ❖ To Learn about Internal and International Trade.
- ❖ To Know the Money Market and Bill Market in India.
- ❖ To Analyze Central Banking systems, Commercial Banking Principles.

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

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.

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.

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.

UNIT V

Central Banking: Introduction - Definition of Ventral Bank - Necessity - Principles - Comparison between Central Banking and Commercial Banking - Functions of the Central Bank - Central Bank and Economic Growth.

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.
3. Dr.D.D. Chaturvedi Dr.Anand Mittal Vaibhav puri, Kitab Mahal Publisher, 2018.
4. E.Narayanan Nadar, Money and Banking, PHI Learning Private Limited, 2013.
5. Roger Leroy Miller, Robert W Pulsinelli, Money and Banking, Mcgraw- Hill, 2008.

WEB RESOURCES

1. <https://ncert.nic.in/textbook/pdf/leec103.pdf>
2. <https://open.umn.edu/opentextbooks/textbooks/29>
3. <https://www.thehindubusinessline.com/money-and-banking/>
4. <https://openoregon.pressbooks.pub/socialprovisioning2/chapter/introduction-to-money-and-banking-2/>
5. <https://www.imf.org/external/pubs/ft/fandd/2012/03/basics.htm>

PORTFOLIO MANAGEMENT

Code: 23BB1SD03

Credits: 2

COURSE OUTCOMES:

- ❖ To Familiarize the concept of Capital Asset Pricing Model and Markowitz Model.
- ❖ To Inculcate the Knowledge in Risk and return analysis of Portfolio.
- ❖ To Analyze the efficient market hypotheses.

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.

UNIT II

Portfolio Risk and Return Analysis - Concept of Portfolio Risk and Return - Systematic and Unsystematic Risk -Beta of a Portfolio - Analyzing Portfolio Diversification.

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.

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.

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.

COURSE BOOK:

- ❖ Singh, P. Investment Management. Newdelhi; Himalaya Publication, 2013.

BOOKS FOR REFERENCE:

1. Prasanna Chandra, Investment analysis and Portfolio Management, Tata McGrawhill.
2. V.K. Bhalla, Investment Management - Security analysis and Portfolio Management, S. Chand.
3. Giuseppe A. Paleologo, Advance Portfolio Management, Wiley Publication, 2013.
4. Sudhindra Bhat, Security analysis and Portfolio Management, Excel Book, 2006.
5. M.Ranganatham R.Mathumathi, Security analysis and Portfolio Management, Pearson Publisher, 2012.

WEB RESOURCES

1. <https://groww.in/p/portfolio-management>
2. <https://www.managementstudyguide.com/portfolio-management.htm>
3. <https://emeritus.org/blog/finance-what-is-portfolio-management/>
4. <https://www.5paisa.com/stock-market-guide/stock-share-market/what-is-portfolio-management>
5. <https://www.geeksforgeeks.org/portfolio-management-concept-objectives-process-and-types/>

SKILL DEVELOPMENT PROGRAMME (CERTIFICATE COURSE)

GANDHIAN THOUGHT

PAPER I: LIFE OF MAHATMA GANDHI

Code: CCHYGT01

Hour: 1

Credit: 1

COURSE OUTCOMES:

- ❖ Gain Knowledge on the Early Life of Mahatma Gandhi.
- ❖ Analyse the racial equality and Mahatma Gandhi's Experience in South Africa.
- ❖ Explain the role of Mahatma Gandhi in Indian Freedom Struggle.
- ❖ Assess the constructive works of Mahatma Gandhi in Indian Nationalism.
- ❖ Discuss the major Incidents from the Life of Mahatma Gandhi.

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.

Code: CCHYGT01

Hour: 1

Credit: 1

COURSE OUTCOMES:

- ❖ Gain Knowledge on the Early Life of Mahatma Gandhi.
- ❖ Analyse the racial equality and Mahatma Gandhi's Experience in South Africa.
- ❖ Explain the role of Mahatma Gandhi in Indian Freedom Struggle.
- ❖ Assess the constructive works of Mahatma Gandhi in Indian Nationalism.
- ❖ Discuss the major Incidents from the Life of Mahatma Gandhi.

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 சேவாகிரமும் - 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.

RECOMMENDED BOOKS

PAPER I

Mahatma Gandhi	: An Autobiography சத்திய சோதனை
R. Nanda	: Mahatma Gandhi - A Biography
Ravindra varma	: Gandhi in Anecdotes, Navajivan Publishers, Ahmedabad, 2001
டி.டி. திருமலை	: காந்தி
கல்கி	: மாந்தருள் ஒரு தெய்வம் இவானதி பதிப்பகம் சென்னை1991
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, Harper Collins Publishers, Uttarpradesh, 2017
பா. ஆனந்தி, மங்களவதி கேப்ரியல் ரூ	: காந்திய சிந்தனை வினா-விடை
வி.ஏ. வித்யா	: (Gandhian Thought Quiz)
சி. பெரிதாய் ரூ பா. ஆனந்தி	: மகாத்மா காந்தியடிகளின் காலம்

COURSE BOOK:

- ❖ மகாத்மா காந்தியின் வாழ்வும் அறவியலும் - டாக்டர் பா. ஆனந்தி ரூ
- ❖ டாக்டர் ச. செயப்பிரகாசம்
- ❖ Life and Values of Mahatma Gandhi - Dr. B. Ananthi & Dr. S. Jeyapragasam

PAPER II: NON VIOLENCE AND SARVODAYA

Code: CCHYGT02

Hour: 1

Credit: 1

COURSE OUTCOMES:

- ❖ Gain Knowledge on Mahatma Gandhi's Non - violence
- ❖ Discuss the Policies of Mahatma Gandhi on Truth and Action
- ❖ Analyse Sarvodaya and Antyodaya
- ❖ Assess the values introduced through Brahmacharya and Aparigraha
- ❖ Relate violence and Truth in our day today life with the teachings of Gandhiji

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.

Code: CCHYGT02

Hour: 1

Credit: 1

COURSE OUTCOMES:

- ❖ Gain Knowledge on Mahatma Gandhi's Non - violence
- ❖ Discuss the Policies of Mahatma Gandhi on Truth and Action
- ❖ Analyse Sarvodaya and Antyodaya
- ❖ Assess the values introduced through Brahmacharya and Aparigraha
- ❖ Relate violence and Truth in our day today life with the teachings of Gandhiji

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 (ஞமடைடா) கற்றல் - அமைதி வழியில் சிக்கல் தீர்வு அனுபவங்கள் - சர்வசமய நட்புறவு, உரையாடல் மற்றும் வழிபாட்டு அனுபவம் பெறல்.

RECOMMENDED BOOKS

PAPER II

M.K. Gandhi	: Sarvodaya
	: Nonviolence in Peace and War (2 Vols)
Richard B. Gregg	: Power of Nonviolence
மு. வசந்தா (பதி.)	: சர்வோதயம்
R.R. Diwakar	: The Saga of Satyagraha
ச. செயப்பிரகாசம்	: அகிம்சை, மதுரை, 2008

COURSE BOOK:

- ❖ மகாத்மா காந்தியின் வாழ்வும் அறவியலும் - டாக்டர் பா. ஆனந்தி ரு டாக்டர் ச. செயப்பிரகாசம்
- ❖ Life and Values of Mahatma Gandhi - Dr. B. Ananthi & Dr. S. Jeyapragasam

SKILL DEVELOPMENT PROGRAMME (SDP)
LIBRARY AND INFORMATION SCIENCE
THEORY PAPER & PRACTICAL
PROGRAMME OUTCOMES (PO)

PO. NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO
1.	Gain theoretical knowledge and apply the expertise in different fields.
2.	Acquire Industry specific skills and can emerge as entrepreneurs.
3.	Develop critical and rational thinking to solve societal issues.
4.	Explore the knowledge and acclimatize it in the ever changing work environment.
5.	Evolve theories and develop innovative discipline specific ideas.
6.	Comprehend the nuances and develop innovative, discipline-specific ideas.

THEORY PAPER & PRACTICAL
PROGRAMME SPECIFIC OUTCOMES (PSO)

PSO. NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PO MAPPED
1.	Have knowledge about the Library Resources and Services.	PO-2, PO-5
2.	To get Equipped with capabilities required for placement in Libraries	PO-2, PO-5
3.	To Use maximum of resources available in the Library.	PO-1
4.	Get the basic practical approaches to use online resources.	PO-5, PO-6
5.	Familiarize with the Principles of Management in Library Services.	PO-4

OBJECTIVES:

- To familiarize the students with the methods of maintaining Library Resources and Services.
- To equip them with capabilities required for placement in Libraries.

TEACHING HOURS

The Certificate course will be conducted in 60 contact hours per year as follows

Theory = 30 Hours
 Practical = 30 Hours

ELIGIBILITY

Any III U.G. and any P.G. Student

SYLLABUS
THEORY PAPER

Code: 23GL1SD01

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	K1
CO - 2	Understand the various kinds of Reference sources available in the Library	PSO - 1	K2
CO - 3	Get the analytical approaches to classify and Arrange the reading materials in Library	PSO - 2	K4
CO - 4	Apply various methods to search the reading material and thereby get it at the earliest	PSO - 3	K3
CO - 5	To Acquire knowledge about the managerial principles and techniques in Libraries.	PSO - 5	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

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

Code: 23GL1SD01		THEORY PAPER										Hours: 2
												Credit: 1
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	4	4	4	4	4	3	4	4	4	4	3.82
CO - 2	4	4	4	4	4	4	4	4	4	4	4	4
CO - 3	3	3	4	4	4	3	3	4	4	3	3	3.45
CO - 4	4	4	4	4	4	4	4	4	4	4	4	4
CO - 5	4	4	4	3	3	3	3	3	4	4	4	3.55
Overall Mean Score												3.76

Result: The score for this course is **3.76** (High Relationship)

Note:

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

Values Scaling:

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

Five Laws of Library Science - Extension services - Types of Library - Orientation to Library Staff and Students

UNIT II: INFORMATION SOURCES & SERVICES

Information - Reference Service, Definition, Kinds - Kinds of Sources of Information - Standard Ready Reference Sources - Bibliography - Definition, Types - Abstract: APA style.

UNIT III: CLASSIFICATION THEORY

Library classification - Definition, need and purposes - Colon Classification 6th Edition and Dewey Decimal Classification 20th Edition : General features.

UNIT IV: CATALOGUING THEORY

Definition, objectives and functions of catalogue - Physical and inner forms of catalogue - OPAC

UNIT V: LIBRARY MANAGEMENT

Principles of Management - Library Rules - Library routines (Selection, Acquisition, Technical processing) - Circulation Systems (Charging & Discharging), Automated charging system - Preservation of reading materials

UNIT VI: INFORMATION TECHNOLOGY

Computer application to Library work - Internet: General features, Search engines -e-resources - E-Library / Digital Library - INFLIBNET N-List, SHODHSINDH

PRACTICAL PAPER

Code: 23GL1SDP1

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	K3
CO - 2	Analyse the title according to Dewey Decimal Classification Scheme.	PSO - 2	K4
CO - 3	Synthesis code for the book title according to colon Classification.	PSO - 5	K6
CO - 4	Apply code for the book title according to Dewey Decimal Classification.	PSO - 2	K3
CO - 5	Get practical approaches to search and download online resources.	PSO- 2	K3

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

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

Code: 23GL1SDP1		PRACTICAL PAPER										Hours: 2
												Credit: 1
Course Outcomes	Programme Outcomes (PO)						Programme Specific Outcomes (PSO)					Mean Score of CO's
	1	2	3	4	5	6	1	2	3	4	5	
CO - 1	3	3	4	4	4	4	3	4	4	4	3	3.64
CO - 2	4	3	4	4	4	4	4	4	3	4	4	3.82
CO - 3	4	4	4	4	4	3	3	4	4	3	3	3.64
CO - 4	3	4	4	4	4	4	4	4	4	4	4	3.91
CO - 5	3	4	4	3	3	3	3	3	4	4	4	3.45
Overall Mean Score												3.69

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

Note:

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

Values Scaling:

Mean Score of COs = $\frac{\text{Total of Values}}{\text{Total No. of POs \& PSOs}}$	Mean Overall Score for COs = $\frac{\text{Total of Mean Scores}}{\text{Total No. of COs}}$
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Colon Classification -6th edition, Main Classes

1. Dewey Decimal Classification 20th edition - I, II & III Summary
2. Computer - Internet searching and to download information
3. INFLIBNET N-List - Searching process

BOOKS FOR REFERENCE:

1. Library Organisation and Decision Making - J. B.Sharma - Pointer Publishers, Jaipur - 2008
2. Library and Information Science - C.K. Sharma, Akhil Kumar Singh and Rakesh Kumar- Atlantic publishers & distributors (P) Ltd. - 2008
3. Reference Service - Mr. Krishan Kumar
4. Basics of Library and Information Science - K.T.Dilli, Vikas Publishing.
5. Preservation of Library, Archival and Digital Documents - L.S.Ramaiah & G. Sujatha - ESS ESS Publications, New Delhi - 2008
6. E-Libraries in Computer age - C.Praveen S ingh - Alfa publications, New Delhi - 2008
7. Colon Classification - S.R.Ranganathan - 6th Edition - Asia publishing house, New Delhi - 1960
8. Dewey Decimal Classification - Edited by John P Comaromi etc. - 20th Edition - Forest press, New York - 1989

EVALUATION METHOD

Theory Paper Code : 23GL1SD01		Practical Paper Code : 23GL1SDP1	
Internal	25 Marks	Internal	40 Marks
External	75 Marks	External	60 Marks
Total	100 Marks	Total	100 Marks

CONTINUOUS INTERNAL ASSESSMENT COMPONENT (CIA) - 2023-2026 -UG

CIA components for Practical can be decided by the respective Departments.

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

Theory:

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

PRACTICAL:

Continuous Internal Assessment (CIA) - 40 Marks

External Practical Exam - 60 Marks

PASSING MINIMUM FOR EXTERNAL SEMESTER EXAMINATION -UG

Semester Examination		
Theory	40% out of 75 Marks (i.e. 30 Marks)	40% out of 100 Marks (i.e. 40 Marks)
Practical	40% out of 60 Marks (i.e. 24 Marks)	

INTERNAL QUESTION PATTERN (UG)**Class:****Time: 2 Hours****Date:****Max.: 40 Marks****Title of the Paper**

Course Outcome	Bloom's K-level	Q. No	SECTION
			SECTION – A (10 x 1 = 10 marks) MCQs
			SECTION – B (2 × 5= 10 Marks) Answer ALL Questions. (Internal Choice)
			SECTION – C (2x 10 =20 Marks) Answer All Question. (Internal Choice)

EXTERNAL QUESTION PATTERN**UG External Question Pattern for the courses carrying credits 5 and above****Class:****Time: 3 Hours****Date:****Max.: 100 Marks****Title of the Paper**

Course Outcome	Bloom's K-level	Q. No	SECTION
			SECTION – A (15 x 1 = 15 marks) MCQs
			SECTION – B (5× 2= 10 Marks) Answer any FIVE Questions out of SEVEN
			SECTION – C (5x 5 =25 Marks) Answer All Question. (Internal Choice, one question from each Unit)
			SECTION – D (5x 10 =50 Marks) Answer All Question. (Internal Choice, one question from each Unit)

EXTERNAL QUESTION PATTERN**UG External Question Pattern for the courses carrying credits below 5****Class:****Time: 2 ½ Hours****Date:****Max.: 75 Marks****Title of the Paper**

Course Outcome	Bloom's K-level	Q. No	SECTION
			SECTION – A (15 x 1 = 15 marks) MCQs
			SECTION – B (5x 6 = 30 Marks) Answer All Question. (Internal Choice, one question from each Unit)
			SECTION – C (3x 10 =30 Marks) Answer All Question. (Internal Choice)

SKILL DEVELOPMENT PROGRAMME (SDP)

LIBRARY AND INFORMATION SCIENCE

PROGRAMME OUTCOMES (PO)

PO NO.	UPON COMPLETION OF THIS PROGRAMME THE STUDENTS WILL BE ABLE TO
1.	Gain theoretical knowledge and apply the expertise in different fields.
2.	Acquire Industry specific skills and can emerge as entrepreneurs.
3.	Develop critical and rational thinking to solve societal issues.
4.	Explore the knowledge and acclimatize it in the ever-changing work environment.
5.	Evolve theories and develop innovative discipline specific ideas.
6.	Comprehend the nuances and develop innovative, discipline-specific ideas.

PROGRAMME SPECIFIC OUTCOMES (PSO)

PSO NO.	UPON COMPLETION OF THIS COURSE THE STUDENTS WILL BE ABLE TO	PO MAPPED
1.	Have knowledge about the Library Resources and Services.	PO-2, PO-5
2.	To get Equipped with capabilities required for placement in Libraries	PO-2, PO-3
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 180 contact hours per year as follows

Theory - Paper I = 60 Hours

Theory - Paper II = 60 Hours

Practical Paper = 60 Hours

ELIGIBILITY

Plus Two passed / Any U.G. and P.G. Student

SYLLABUS

THEORY PAPER - 1: FUNDAMENTALS OF LIBRARY AND INFORMATION SCIENCE

Code: 24GL1SD01

Hours: 2

Credit: 1

COURSE OUTCOMES:

- ❖ Have knowledge about the types, principles, classification, cataloguing and routine work of the Library
- ❖ Understand the types, principles, classification, cataloguing and routine work of the Library
- ❖ Apply the principles, classification, cataloguing and routine work of the Library
- ❖ Get the analytical approaches in the types, principles, classification, cataloguing and routine work of the Library
- ❖ Evaluate the types, principles, classification, cataloguing and routine work of the Library

UNIT I

Library concept and definitions; Types of libraries - Public, Academic and Special Libraries - Role of libraries in modern society.

UNIT II

Five Laws of Library Science and their implications. Principles of Management - Library Budget, Types

UNIT III

Library classification - Definition, need and purposes - Colon Classification 6th Edition and Dewey Decimal Classification: Main Classes

UNIT IV

Library Cataloguing - Definition, objectives and functions of catalogue - Physical and inner forms of catalogue - OPAC

UNIT V

Various sections in a Library- Routine work in Acquisition, Technical, Circulation, Maintenance, Reference, and Binding Sections

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. Basics of Library and Information Science - K.T.Dilli, Vikas Publishing.
4. Colon Classification - S.R.Ranganathan - 6th Edition - Asia publishing house, New Delhi - 1960
5. Dewey Decimal Classification - Edited by John P Comaromi etc. - 20th Edition - Forest press, New York - 1989
6. Current Trends and Fundamentals in Library and Information Science - Sr. R. Fatima Mary **Sylvia**,Pavai Publications, Chennai - 2012

THEORY PAPER -2: INFORMATION SOURCES & SERVICES

Code: 24GL1SD02

Hours: 2

Credit: 1

COURSE OUTCOMES:

- ❖ Have knowledge about the types and kinds of Information Sources and Services.
- ❖ Understand the types and kinds of Information Sources and Services.
- ❖ Apply the types and kinds of Information Sources and Services.
- ❖ Get the analytical approaches of the types and kinds of Information Sources and Services in the practical life situation.
- ❖ Evaluate the types and kinds of Information Sources and Services.

UNIT I

Sources of Information - Documentary - Non- Documentary - Types of Information Sources - Primary, Secondary, Tertiary Sources

UNIT II

Kinds of Sources of Information - Standard Ready Reference Sources and Long-Range Reference Sources

UNIT III

Information Services - Reference Service - Definition, Need and Types - Ready Reference Service - Long Range Reference Service - User Needs - User Education, Extension services.

UNIT IV

E-resources - Concept and evolution; Merits and demerits of e-resources

UNIT V

Library Automation and Digitization- Digital Library- Artificial Intelligence applications in Libraries

BOOKS FOR REFERENCE:

1. Reference Service - Mr. Krishan Kumar
2. Digital Libraries Tools & Techniques - C. Praveen Singh - Alfa Publications, New Delhi - 2008
3. Library and Information Science - C.K.Sharma, Akhil Kumar Singh and Rakesh Kumar - Vol.III - Atlantic Publishers & Distributors (P) Ltd. - 2008
4. Current Trends and Fundamentals in Library and Information Science - Sr. R. Fatima Mary **Sylvia**, Pavai Publications, Chennai - 2012

PRACTICAL PAPER

Code: 24GL1SDP1

Hours: 2

Credit: 1

COURSE OUTCOMES:

- ❖ Acquire the knowledge of Colon Classification, Dewey Decimal Classification, ICT and INFLIBNET
- ❖ Understand the concept of Colon Classification, Dewey Decimal Classification, ICT and INFLIBNET
- ❖ Apply the knowledge of Colon Classification, Dewey Decimal Classification, ICT and INFLIBNET
- ❖ Analyse the practical knowledge of Colon Classification, Dewey Decimal Classification, ICT and INFLIBNET
- ❖ Synthesis the practical approaches of Colon Classification, Dewey Decimal Classification, ICT and INFLIBNET

Paper 3 - INFORMATION PROCESSING PRACTICE

Code: 24GL1SDP1

Hours: 2

Credit: 1

4. Classification: Colon Classification 6th edition, Main Classes
5. Classification: Dewey Decimal Classification 20th edition - I, II & III Summary
6. ICT - Internet Browsing; Downloading
7. E-Resources in INFLIBNET N-List - Browsing; Downloading

BOOKS FOR REFERENCE:

1. Digital Libraries Tools & Techniques - C. Praveen Singh - Alfa Publications, New Delhi - 2008
2. Colon Classification - S.R.Ranganathan - 6th Edition - Asia publishing house, New Delhi - 1960
3. Dewey Decimal Classification - Edited by John P Comaromi etc. - 20th Edition - Forest press, New York - 1989

EVALUATION METHOD

Theory Paper – 1 Fundamentals of Library and Information Science Code : 24GL1SD01		Theory Paper - 1 Information Sources & Services Code : 24GL1SD02		Practical Paper Code : 24GL1SDP1	
Internal	25 Marks	Internal	25 Marks	Internal I	50 Marks
External	75 Marks	External	75 Marks	Internal II	50 Marks
Total	100 Marks	Total	100 Marks	Purely Internal, Total	100 Marks

CONTINUOUS INTERNAL ASSESSMENT COMPONENT (CIA) - 2023-2026 -UG
CIA components for Practical can be decided by the respective Departments.

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

Theory: Internal Component

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

Question Pattern

SECTION	Types of Question	Number of Qns.	Number of Qns. to be answered	Marks for each Qn.	Total
A Q. No (1-15)	Multiple Choice	15	15	1	15
B Q. No (16-21)	either or type.	6	5	5	30
C Q. No (22-24)	either or type	3	3	10	30

YOGA FOR YOUTH EMPOWERMENT

Semester: Non semester

Hours: 2

Code : 23YYSD01

Credit: 2

OBJECTIVES:

- ❖ Providing value education to improve the students' character.
- ❖ Understanding yogic life and physical health.
- ❖ Maintaining youthfulness.
- ❖ Measure and method in five aspects of life.

UNIT: 1

Physical Health: Manavalakalai (SKY) Yoga - Introduction - Education as a means for youth empowerment - Greatness of Education - Yoga for youth Empowerment.

Simplified Physical Exercises - Hand, Leg, Breathing. Eye exercises - Kapalabathi, Makarasana Part I, Makarasana Part II, Body Massage, Acu pressure, Relaxation exercises – Benefits. **Yogasanas I** - Pranamasana - Hastha Uttanasana - Pada asthasana – Aswa Sanjalana Asana - Thuvipatha asva Sanjalana asana - Astanga Namaskara –Bhujangasana. Altha Muktha Savasana, Aswa Sanjalana Asana – Pada Hasthasana - Hastha Uttanasana - Pranamasana. **Pranayama** - Naddi suddi - Clearance Practice- Benefits. Simplified Physical Exercise - Kayakalpa Practices - Meditation Practices. **(6 Hours)**

UNIT II

Life force: Reasons or Diseases - Natural reasons (Genetic / imprints, Planetary Position, Natural calamities and climatic changes) - Unnatural reasons (Food habits, Thoughts, Deeds). **Philosophy of Kaya kalpa** - Physical body - Sexual vital fluid - Life force - Bio-Magnetism-Mind. **Maintaining youthfulness** - Postponing old age - Transformation of food into seven components - Importance of sexual vital fluid - Measure and method in five aspects of life - Controlling undue Passion. **Kayakalpa practice** - Aswini Mudra - Ojas breath - Benefits of Kaya Kalpa. **(6 Hours)**

UNIT III

Mental Health: Mental Frequencies - Beta, Apha, Theta and Delta wave - Agna Meditation explanation-benefits. **Shanti meditation** - Shanthi Meditation explanation – benefits. **Thuriya Meditation** - Thuriya Meditation explanation – benefits. **Benefits of Blessing** - Self blessing (Auto suggestion) - Family blessing - Blessing the others -World blessing - Divine protection. **(6 Hours)**

UNIT IV

Values: Human Values - Self-control - Self-confidence - Honesty Contentment- Humility Modesty Tolerance- Adjustment- Sacrifice- Forgiveness. Purity (Body, Dress, Environment) - Physical purity - Mental purity - Spiritual purity. **Social Values** - Nonviolence - Service Patriotism Equality. Respect for parents and elders - care and protection - Respect for teacher. Punctuality - Time Management.

(6 Hours)

UNIT V

Morality (virtues): Importance of introspection - I - Mine (Ego, Possessiveness) Six Evil Temperaments - Greed - Anger- Miserliness - Immoral sexual passion Inferiority and superiority Complex - Vengeance. Maneuvering of Six Temperaments - Contentment Tolerance - Charity Chastity - Equality – Pardon (Forgiveness). Five essential Qualities acquired through Meditation - Perspicacity- Magnanimity - Receptivity - Adaptability -Creativity (Improved Memory Power).

(6 Hours)

BOOKS FOR REFERENCE:

- ❖ Yoga for modern age - Thathuvagnani Vethathiri Maharishi.
- ❖ Simplified Physical Exercises- Thathuvagnani Vethathiri Maharishi.
- ❖ Kayakalpam - Thathuvagnani Vethathiri Maharishi.
- ❖ Thirukkural - Rev.Dr.G.U.Pope.
- ❖ Mind- Thathuvagnani Vethathiri Mahaishi.
- ❖ Sound Health through yoga- Dr.Chandrasekaran.
- ❖ Light on yoga –BKS Jyenger.
- ❖ Unavu murai - Thathuvagnani Vethathiri Maharishi.

EVALUATION

YOGA FOR YOUTH EMPOWERMENT

Internal	External	Total
25	75	100

CIA Components

Component		Marks
Test-I	:	40
Test - II	:	40
Assignment	:	05
Quiz/Seminar	:	10
Attendance	:	05
Total	:	100

The total internal marks obtained for 100 will be Converted into marks obtained for 25

YOGA FOR YOUTH EMPOWERMENT
(EXTERNAL – EVALUATION)

Time: 3 Hours

Max. Marks: 75

Part	Types of questions	Number of Qns.	Number of Qns. to be answered	Marks for each qn.	Total
A Q. NO (1-20)	MCQ(Four questions from each Unit)	20	20	1	20
B Q. NO (21-25)	Either (or) type. (Two questions from each unit)	10	5	5	25
C Q. NO (25-30)	Open choice (One question from each unit)	5	3	10	30

PRACTICAL - YOGA FOR YOUTH EMPOWERMENT -23YYSD02

Semester: Non- Semester

Hours: 2

Code : 23YYSD02

Credit: 1

- 1. Simplified Physical Exercises** - Hand, Leg, Breathing. Eye exercises - Kapalabathi, Makarasana Part I, Makarasana Part II, Body Massage, Acu pressure, Relaxation exercises – Benefits.
- 2. Yogasanas I** - Pranamasana - Hastha Uttanasana - Pada asthasana – Aswa Sanjalana Asana - Thuvipatha asva Sanjalana asana - Astanga Namaskara – Bhujangasana. Altha Muktha Savasana, Aswa Sanjalana Asana – Pada Hasthasana - Hastha Uttanasana - Pranamasana.
- 3. Pranayama** - Naddi suddi - Clearance Practice- Benefits. Simplified Physical Exercise - Kayakalpa Pracices - Meditation Practices.

YOGA FOR YOUTH EMPOWERMENT – PRACTICAL -I (Internal Only)

CIA Components for Internal Assessment

Components		Marks
Component- I (Physical Exercises)	:	50
Component- II (Yogasanas I)	:	25
Component – III (Pranayama)	:	25
Total	:	100