B.Com CA
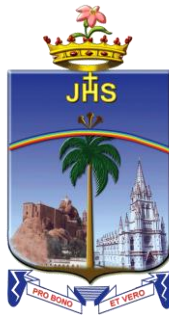
LOCF SYLLABUS – 2021

SCHOOLS OF EXCELLENCE

WITH CHOICE BASED CREDIT SYSTEM (CBCS)

DEPARTMENT OF COMMERCE COMPUTER APPLICATIONS
SCHOOL OF MANAGEMENT STUDIES
ST.JOSEPH'S COLLEGE (AUTONOMOUS)
Special Heritage Status Awarded by UGC
Accredited at A^{++} Grade (IV Cycle) by NAAC
College with Potential for Excellence by UGC
DBT-STAR & DST-FIST Sponsored College
Tiruchirappalli - 620 002, Tamil Nadu, India

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

St. Joseph's College (Autonomous), a pioneer in higher education in India, strives to maintain and uphold the academic excellence. In this regard, it has initiated the implementation of five "Schools of Excellence" from the academic year 2014 – 15, to meet and excel the challenges of the 21st century.

Each School integrates related disciplines under one roof. The school system enhances the optimal utilization of both human and infrastructural resources. It also enhances academic mobility and enriches employability. The School system preserves the identity, autonomy and uniqueness of every department and reinforces Student centric curriculum designing and skill imparting. These five schools adhere to achieve and accomplish the following objectives.

Optimal utilization of resources both human and material for the academic flexibility leading to excellence.

Students experience or enjoy their choice of courses and credits for their horizontal mobility.

The existing curricular structure as specified by TANSCHE and other higher educational institutions facilitate the Credit-Transfer Across the Disciplines (CTAD) - a uniqueness of the choice based credit system.

Human excellence in specialized areas

Thrust in internship and / or projects as a lead towards research and

The multi-discipline nature of the School System caters to the needs of stake-holders, especially the employers.

Credit system:

Weightage to a course is given in relation to the hours assigned for the course. Generally one hour per week has one credit. For viability and conformity to the guidelines credits are awarded irrespective of the teaching hours. The credits and hours of each course of a programme is given in the table of Programme Pattern. However, there could be some flexibility because of practical, field visits, tutorials and nature of project work.

For UG courses, a student must earn a minimum of 130 credits as mentioned in the programme pattern table. The total number of minimum courses offered by the Department is given in the Programme Structure.

OUTCOME-BASED EDUCATION (OBE)
LEARNING OUTCOME-BASED CURRICULUM FRAMEWORK (LOCF)

OBE is an educational theory that bases each part of an educational system around goals (outcomes). By the end of the educational experience, each student should have achieved the goal. There is no single specified style of teaching or assessment in OBE; instead, classes, opportunities and assessments should all help the students achieve the specific outcomes

Outcome Based Education, as the name suggests depends on Outcomes and not Inputs. The outcomes in OBE are expected to be measurable. In fact each Educational Institute can state its own outcomes. The ultimate goal is to ensure that there is a correlation between education and employability

Outcome –Based Education (OBE): is a student-centric teaching and learning methodology in which the course delivery, assessment are planned to achieve, stated objectives and outcomes. It focuses on measuring student performance i.e. outcomes at different levels.

Some important aspects of the Outcome Based Education

Course: is defined as a theory, practical or theory cum practical subject studied in a semester.

Course Outcomes (COs): are statements that describe significant and essential learning that learners have achieved, and can reliably demonstrate at the end of a course. Generally three or more course outcomes may be specified for each course based on its weightage.

Programme: is defined as the specialization or discipline of a Degree.

Programme Outcomes (POs): Programme outcomes are narrower statements that describe what students are expected to be able to do by the time of graduation. POs are expected to be aligned closely with Graduate Attributes.

Programme Specific Outcomes (PSOs):

PSOs are what the students should be able to do at the time of graduation with reference to a specific discipline.

Programme Educational Objectives (PEOs): The PEOs of a programme are the statements that describe the expected achievement of graduates in their career, and also in particular, what the graduates are expected to perform and achieve during the first few years after Graduation.

<div align="center">Some important terminologies repeatedly used in LOCF.</div>

Core Courses (CC)

     A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course. These are the courses which provide basic understanding of their main discipline. In order to maintain a requisite standard certain core courses must be included in an academic program. This helps in providing a universal recognition to the said academic program.

Discipline Specific Elective Courses (DSE)

     Elective course may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective (DSE). These courses offer the flexibility of selection of options from a pool of courses. These are considered specialized or advanced to that particular programme and provide extensive exposure in the area chosen; these are also more applied in nature.

DSE: Four courses are offered, two courses each in semester V and VI

Note: To offer **one DSE**, a minimum of two courses of equal importance / weightage is a must.

 A department with two sections must offer two courses to the students.

One DSE Course may be offered as interdisciplinary course among the departments in a School (Common Core Course) at the PG level.

Generic Elective Courses

     An elective course chosen generally from an **unrelated discipline/subject,** with an intention to seek exposure is called a Generic Elective.

     Generic Elective courses are designed for the students of **other disciplines**. Thus, as per the CBCS policy, the students pursuing particular disciplines would have to opt Generic Elective courses offered by other disciplines, as per the basket of courses offered by the college. The scope of the Generic Elective (GE) Courses is positively related to the diversity of disciplines in which programmes are being offered by the college.

Two GE Courses are offered one each in semesters V and VI.

(open to the students of other Departments)

The Ability Enhancement Courses (AEC)

     "AECC" are the courses based upon the content that leads to Knowledge enhancement; Communicative English, Environmental Science. These are mandatory for all disciplines.

AECC-1: Communicative English: It is a 4 credits compulsory course offered by the Department of English in the first semester of the Degree Programme, Classes are conducted outside the regular class hours.

AECC-2: Environmental Science: is a 2 credit course offered as a compulsory course during the second semester by the Department of Human Excellence.

Skill Enhancement Courses (SECs)

These courses focus on developing skills or proficiencies in the student, and aim at providing hands-on training. Skill enhancement courses can be opted by the students of any other discipline, but are highly suitable for students pursuing their academic programme.

These courses may be chosen from a pool of courses designed to provide value-based and/or skill-based knowledge**.**

There are four courses under this category

SEC-1 is offered in semester **III as a course** Within the Department **(WD)** it is More of main discipline related skills.

SEC-2is offered in semester **IV as a course** Between schools **(BS)** Offered to students of other schools (Except the school offering the course)

SEC-3 is offered in semester **V as** a compulsory course on Soft Skills offered by the Department of Human Excellence, common to all the students of UG programme.

SEC-4 is offered in semester **VI** as a course **Within School (WS)** Open to all the students within the same school (including the students of the parent department)

Self–paced Learning: It is a course for two credits. It is offered to promote the habit of independent/self learning of Students. Since it is a two credit course, syllabus is framed to complete within 45 hours. It is not taught in the regular working hours.

Field Study/Industrial Visit/Case Study: It has to be completed during the fifth semester of the degree programme. Credit for this course will be entered in the fifth semester's marks statement.

Internship: Students must complete internship during summer holidays after the fourth semester. They have to submit a report of internship training with the necessary documents and have to appear for a viva-voce examination during fifth semester. Credit for internship will be entered in the fifth semester's mark statement.

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

Extra Credit Courses: In order to facilitate the students, gaining knowledge/skills by attending online courses MOOC, credits are awarded as extra credits, the extra credit are at three semesters after verifying the course completion certificates. According to the guidelines of UGC, the students are encouraged to avail this option of enriching their knowledge by enrolling themselves in the Massive Open Online Courses (MOOC) provided by various portals such as SWAYAM, NPTEL and etc.

Undergraduate Programme:
Programme Pattern:

The Under Graduate degree programme consists of **FIVE** vital components. They are as follows:

Part -I : Languages (Tamil / Hindi / French / Sanskrit)

Part-II : General English

Part-III : Core Course (Theory, Practicals, Discipline Specific Electives, Compulsory and Optional Allied courses, Project, Self paced courses, Internship , Comprehensive Examinations and field visit /industrial visit/Case Study)

Part-IV: Value Education, Ability Enhancement Courses, Skill Enhancement Courses/ Soft Skills , Generic Electives/ National Cadet Corps etc.

Part-V: Outreach Programme (SHEPHERD).

Ability Enhancement Courses (AEC): There are two Ability Enhancement courses viz AECC and SEC.

Value Education Courses:

There are four courses offered in the first four semesters for the First & Second UG Programme.

Course Coding

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

21	UXX	N	N	XX	NN/NNX
Year of Revision	UG Department Code	Semester number	Part specification	Part Category	Running number/with choice

N:- Numeral   X :- Alphabet

Part   Category
GL - Languages (Tamil / Hindi / French / Sanskrit)
GE - General English
CC - Core Theory; CP- Core Practical
WS- Workshop
SP- Self Paced Learning
IS- Internship
FV- Field visit
CE- Comprehensive Examination
PW- Project Work& viva-voce
Electives Courses
ES – Department Specific Electives
EG- Generic Electives
Allied Courses
AC - Allied Compulsory
AO- Allied Optional
EC - Additional Core Courses for Extra Credits (If any)*
Ability Enhancement Courses
AE – Ability Enhancement Compulsory Courses; Bridge Course and Environment Science
SE – Skill Enhancement (WD), (BS), (WS) and Soft skills
VE - Value Education/ Social Ethics/Religious Doctrine
OR – Outreach SHEPHERD & Gender Studies (Outreach)
 SU - AICUF / Nature Club / Fine Arts / NCC / NSS /etc. (Service Unit)

CIA AND SEMESTER EXAMINATION
Continuous Internal Assessment (CIA):

Distribution of CIA Marks	
Passing Minimum: 40 Marks	
Library Referencing	5
3 Components	35
Mid-Semester Test	30
End-Semester Test	30
Total CIA	100

MID-SEM & END – SEM TEST

Centralised – Conducted by the office of COE

1. Mid-Sem Test & End-Sem Test: (2 Hours each); will have Objective and Descriptive elements; with the below mentioned question pattern PART-A; PART-B; PART-C and PART D.

2. One of the CIA Component II/III for UG & PG will be of 15 marks and compulsorily a online objective multiple choice question type.

3. The online CIA Component must be conducted by the Department / faculty concerned at a suitable computer centre.

4. The 7 marks of PART-A of Mid-Sem and End-Sem Tests will comprise only: OBJECTIVE MULTIPLE CHOICE QUESTIONS.

5. The number of hours for the 5 marks allotted for Library Referencing/ work would be 30 hours per semester. The marks scored out of 5 will be given to all the courses (Courses) of the Semester.

6. English Composition once a fortnight will form one of the components for UG general English

Duration of Examination must be rational; proportional to teaching hours 90 minute-examination / 50 Marks for courses of 2/3 hours/week (all Part IV UG Courses) 3-hours examination for courses of 4-6 hours/week.

Knowledge levels for assessment of Outcomes based on Blooms Taxonomy

S. No.	Level	Parameter	Description
1	K1	Knowledge/Remembering	It is the ability to remember the previously learned
2	K2	Comprehension/Understanding	The learner explains ideas or concepts
3	K3	Application/Applying	The learner uses information in a new way
4	K4	Analysis/Analysing	The learner distinguishes among different
5	K5	Evaluation/Evaluating	The learner justifies a stand or decision
6	K6	Synthesis /Creating	The learner creates a new product or point of view

WEIGHTAGE of K – LEVELS IN QUESTION PAPER

(Cognitive Level) K- LEVELS	Lower Order Thinking			Higher Order Thinking			Total %
	K1	K2	K3	K4	K5	K6	
SEMESTER EXAMINATIONS	15	20	35	30			**100**
MID / END Semester TESTS	12	20	35	33			**100**

QUESTION PATTERN FOR SEMESTER EXAMINATION		
SECTION		**MARKS**
SECTION–A (No choice ,One Mark) **THREE** questions from each unit (15x1 =15)		**15**
SECTION-B (No choice ,2-Marks) **TWO** questions from each unit (10x2 =20)		**20**
SECTION-C (Either/or type) (7- Marks) **ONE** question from each unit (5x7 =35)		**35**
SECTION-D (3 out of 5) (10 Marks) **ONE** question from each unit (3x10 =30)		**30**
	Total	**100**

BLUE PRINT OF QUESTION PAPER FOR SEMESTER EXAMINATION							
DURATION: 3. 00 Hours.							Max Mark : 100
K- LEVELS SECTIONS	K1	K2	K3	K4	K5	K6	Total Marks
SECTION–A (One Mark, No choice) (15x1=15)	15						15
SECTION-B (2-Marks, No choice) (10x2=20)		10					20
SECTION-C (7- Marks) (Either/or type) (5x7=35)			5				35
SECTION-D (10 Marks) (3 out of 5) (3x10=30) Courses having only K4 levels				3			
Courses having K4 and K5 levels One K5 level question is compulsory				2	1		30
(Courses having all the 6 cognitive levels One K5 and K6 level questions can be compulsory				1	1	1	
Total	15	20	35	30			100

QUESTION PATTERN FOR MID/END TEST			
SECTIONS			MARKS
SECTION–A	(No choice, One Mark)	(7x1 =7)	7
SECTION-B	(No choice , 2-Marks)	(6x2 =12)	12
SECTION-C	(Either/or type) (7- Marks)	(3x7 =21)	21
SECTION-D	(2 out of 3) (10 Marks)	(2x10=20)	20
		Total	60

BLUE PRINT OF QUESTION PAPER FOR MID/END TEST							
DURATION: 2. 00 Hours.							Max Mark: 60.
K- LEVELS SECTIONS	K1	K2	K3	K4	K5	K6	Total Marks
SECTION –A (One Mark, No choice) (7 x 1 = 7)	7						07
SECTION-B (2-Marks, No choice) (6 x 2 = 12)		6					12
SECTION-C (Either/or type) (7- Marks) (3 x 7 =21)			3				21
SECTION-D (2 out of 3) (10 Marks) (2x10=20) Courses having only K4 levels				2			
Courses having K4 and K5 levels One K5 level question is compulsory				1	1		20
Courses having all the 6 cognitive levels One K6 level question is compulsory					1	1	
Total Marks	07	12	21	20			60
Weightage for 100 %	12	20	35	33			100

Assessment pattern for two credit courses.

S. No.	Course Title	CIA	Semester Examination	Total Marks
1	Self Paced Learning Course	25 + 25 = 50	50 Marks (MCQ) (COE)	100
2	Comprehensive Examinations	25 +25 = 50	50 Marks (MCQ) (COE)	100
3	Internship	100	--	100
4	Field Visit	100	--	100
5	Ability Enhancement Course (AEC) for PG	50 (Three Components)	50 (COE) (Specific Question Pattern)	100
Assessment Pattern for Courses in Part - IV				
6	Value Education Courses and Environmental Studies	50	50 Marks (For 2.00 hours) (COE)	100
7	Skill Enhancement Courses(SECs)	50 marks (by Course in-charge) 50 Marks (by an External member from the Department)		100
8	SEC: SOFT SKILLS (For UG and PG)	100 (Fully Internal)		100

EVALUATION

GRADING SYSTEM

Once the marks of the CIA and the end-semester examination for each of the courses are available, they will be added and converted as final mark. The marks thus obtained will then be graded as per the scheme provided in Table-1.

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

$$GPA = \frac{\sum_{i=1}^{n} C_i G_i}{\sum_{i=1}^{n} C_i}$$

$$WAM\,(Weighted\,Average\,Marks) = \frac{\sum_{i=1}^{n} C_i M_i}{\sum_{i=1}^{n} C_i}$$

Where,

C_i is the Credit earned for the Course i

G_i is the Grade Point obtained by the student for the Course i

M_i is the marks obtained for the course i and

n is the number of Courses **Passed** in that semester.

CGPA: Average GPA of all the Courses starting from the first semester to the current semester.

CLASSIFICATION OF FINAL RESULTS:

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

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

iii) Grade in Part –IV and Part-V shall be shown separately and it shall not be taken into account for classification.

iv) A Pass in SHEPHERD will continue to be mandatory although the marks will not count for the calculation of the CGPA.

v) Absence from an examination shall not be taken an attempt.

Table-1: Grading of the Courses

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

Table-2: Final Result

CGPA	Corresponding Grade	Classification of Final Result
9.00 and above	**O**	**Outstanding**
8.00 to 8.99	A+	Excellent
7.00 to 7.99	**A**	**Very Good**
6.00 to 6.99	**B+**	**Good**
5.0 0 to 5.99	**B**	**Above Average**
4.00 to 4.99	**C**	**Average**
Below 4.00	**RA**	**Re-appearance**

Credit based weighted Mark System is adopted for the individual semesters and cumulative semesters in the column 'Marks secured' (for 100)

Declaration of Result

Mr./ MS. _____ has successfully completed the Under Graduate in _____programme. The candidate's Cumulative Grade Point Average (CGPA) in Part – III is _____ and the class secured is _____ by completing the minimum of 130 credits. The candidate has acquired _____ (if any) more credits from SHEPHERD / AICUF/ FINE ARTS / SPORTS & GAMES / NCC / NSS / NATURE CLUB, ETC. The candidate has also acquired _____ (if any) extra credits by attending MOOC courses.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

The Programme Outcomes (POs)/Programme Specific Outcomes(PSOs) are the qualities that must be imbibed in the graduates by the time of completion of their programme. At the end of each programme the PO/PSO assessment in done from the CO attainment of all curriculum components. The POs/PSOs are framed based on the guidelines of LOCF. There are five POs UG programme and five POs for PG programme framed by the college. PSOs are framed by the departments and they are five in numbers.

For each Course, there are five Course Outcomes to be achieved at the end of the course. These Course outcomes are framed to achieve the POs/PSOs. All course outcomes shall have linkage to POs/PSOs in such a way that the strongest relation has the weight 3 and the weakest is 1. This relation is defined by using the following table.

Mapping	<40%	$\geq 40\%$ and $< 70\%$	$\geq 70\%$
Relation	Low Level	Medium Level	High Level
Scale	1	2	3

Mean Scores of COs $= \dfrac{\text{Sum of values}}{\text{Total No.of POs \& PSOs}}$	**Mean Overall Score** $= \dfrac{\text{Sum of Mean Scores}}{\text{Total No.of COs}}$		
Result	**Mean Overall Score**	**< 1.2**	**# Low**
		$\geq$ 1.2 and < 2.2	**# Medium**
		$\geq$ 2.2	**# High**

If the mean overall score is low then the course in charge has to redesign the particular course content so as to achieve high level mean overall score.

VISION

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

MISSION

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

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

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

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

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

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

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

PROGRAMME OUTCOMES (POs)

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

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

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

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

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

PROGRAMME SPECIFIC OUTCOMES (PSO)

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

1. Graduates will be able to get employment skills, entrepreneurial skills and leadership skills in the functional areas of various businesses by gaining knowledge in various disciplines of Commerce, Accounting, Economics, Finance, Marketing and Auditing.

2. Graduates will be able to acquire skills to work as tax consultants, Audit assistants and work in all types of financial and commercial services.

3. Graduates will gain knowledge to enter into professional exams, government board examinations to go for employment in government departments. Graduates will have choices to pursue higher education in all the fields of commerce and Computer Application

4. Graduates will obtain the ability in Object oriented programming concepts, C++, C, RDBMS, and Programming in ORACLE, JAVA, and VISUAL BASIC and be able to develop software in Linux environments. They also have knowledge in web designing.

5. Graduates will be trained to have ethical values, soft skills, communication skills and environmental friendly skills and to face the changing international trends.

Part	Sem.	Specification	No. of Courses	No. of Hours	Credits	Total Credits
B.COM.COMPUTER APPLICATION						
PROGRAMME STRUCTURE						
I	1-IV	Languages (Tamil / Hindi/ French/ Sanskrit)	4	16	12	12
II	I-IV	General English	4	20	12	12
III	I –VI	Corecourse :Theory	12	60	34	82
	I –VI	Corecourse : Practical	6	14	11	
	I-IV	Core course- Allied/(Practical)	4	24	16	
	V-VI	Discipline Specific Elective	4	20	12	
	VI	Project Work	1	--	2	
	V	Self-paced learning	(3)	--	2	
	V	Field study/ Industrial visit/ Case study	1		1	
	V	Internship	1	-	2	
	VI	Comprehensive Exam	1	--	2	
	II,III ,V	Extra Credit courses (MOOC)	(3)	--	(6)	(6)
IV	V,VI	Generic Elective	2	8	6	
	I	AECC-1 Communicative English	1	--	4	
	II	AECC-2 Environmental studies	1	2	2	
	III	SEC -1 Within Dept. (WD)	1	2	1	
	IV	SEC -2 Between Schools (BS)	1	2	1	
	V	SEC -3 Soft skill	1	2	1	
	VI	SEC -4 within school (WS)	1	2	1	
	I-IV	Value Education	4	8	4	
V	1-V	Outreach Programme/NCC	-	-	-	4
		Total		180		130(6)

			B.COM COMPUTER APPLICATION					
			PROGRAMME PATTERN					
			Course Details				Scheme of Exams	
Sem	Part	Course Code	Course Title	Hrs	Cr	CIA	SE	Final
I	1	21UTA11GL01	General Tamil - I	4	3	100	100	100
		21UFR11GL01	French-I					
		21UHI11GL01	Hindi-I					
		21USA11GL01	Sanskrit-I					
	2	21UEN12GE01	General English -I	5	3	100	100	100
	3	21UCC13CC01	Financial Accounting	7	4	100	100	100
	3	21UCC13CC02	Computer Application for Business	4	2	100	100	100
	3	21UCC13CP01	Software Lab-1: Computer Application for Business	2	2	100	100	100
	3	21UCC13AC01	**Allied 1:** Business Environment	6	4	100	100	100
	4	21UHE14VE01	Essentials of Humanity	2	1	50	50	50
	4	21UEN14AE01	**AECC-1:** Communicative English	(6)	4	100	-	100
			Total	**30**	**23**			
II	1	21UTA21GL02	General Tamil - II	4	3	100	100	100
		21UFR21GL02	French-II					
		21UHI21GL02	Hindi-II					
		21USA21GL02	Sanskrit-II					
	2	21UEN22GE02	General English -II	5	3	100	100	100
	3	21UCC23CC03	Business accounting	*6*	*3*	100	100	100
	3	21UCC23CC04	WEB GRAPHICS	*3*	*2*	100	100	100
	3	21UCC23CP02	Software Lab 2:Web graphics	2	2	100	100	100
		21UCC23AC02	**Allied 2:** Modern Marketing	6	4	100	100	100
	4	21UHE24VE02	Techniques of Social Analysis: Fundamentals of Human Rights	2	1	50	50	50
	4	21UHE24AE02	**AECC-2 :** Environmental studies	2	2	50	50	50
			Extra Credit Courses (MOOC)-1	-	(2)			
			Total	**30**	**20(2)**			
III	1	21UTA31GL03	General Tamil - III	4	3	100	100	100
		21UFR31GL03	French-III					
		21UHI31GL03	Hindi-III					
		21USA31GL03	Sanskrit-III					
	2	21UEN32GE03	General English -III	5	3	100	100	100
	3	21UCC33CC05	Management Accounting	6	3	100	100	100
	3	21UCC33CC06	Fundamentals of C programming	3	2	100	100	100
	3	21UCC33CP03	Software Lab 3: Programming in C	2	2	100	100	100
	3	21UCC33AO03A	**Allied Optional** : Elements of Mathematics	6	4	100	100	100
		21UCC33AO03B	**Allied Optional** : Business Mathematics					
	4	21UCC34SE01	**SEC -1(WD):** Entrepreneurship Development	2	1	100	-	100
	4	21UHE34VE03A	Professional Ethics–I: Social Ethics - I	2	1	50	50	50
		21UHE34VE03B	Professional Ethics -I: Religious Doctrine-I					
			Extra Credit Courses (MOOC)-2		(2)			
			Total	**30**	**19(2)**			
IV	1	21UTA41GL04C	Commercial Tamil (SMS)	4	3	100	100	100
		21UFR41GL04	French- IV					
		21UHI41GL04	Hindi- IV					

		21USA41GL04	Sanskrit- IV					
	2	21UEN42GE04	General English - IV	5	3	100	100	100
	3	21UCC43CC07	Advanced Auditing	6	3	100	100	100
	3	21UCC43CC08	Database Management System	3	2	100	100	100
	3	21UCC43CP04	Software Lab 4: ORACLE SQL	2	2	100	100	100
	3	21UCC43AO04A	**Allied Optional** : Elements of Statistics	6	4	100	100	100
		21UCC43AO04B	**Allied Optional** : Business Statistics					
	4	21UCC44SE02	**SEC -2 (BS):** Practical banking in India	2	1	100	-	100
	4	21UHE44VE04A	Professional Ethics–II: Social Ethics - II	2	1	50	50	50
	4	21UHE44VE04B	Professional Ethics -II: Religious Doctrine-II					
			Total	**30**	**19**			
V	3	21UCC53CC09	Cost Accounting	**7**	4	100	100	100
	3	21UCC53CC10	Data analysis using R	5	2	100	100	100
	3	21UCC53CP05	Software lab 5: Data Analysis	2	2	100	100	100
		21UCC53ES01A	**DSE-1:** Business Law	5	3	100	100	100
		21UCC53ES01B	**DSE-1:** Customer Relationship Management					
		21UCC53ES02A	**DSE-2:** Management of Banking	5	3	100	100	100
		21UCC53ES02B	**DSE-2:** Business Management					
	3	21UCC53IS01	Summer Internship Project	-	2	100	-	100
	3	21UCC53SP01A	**Self-paced Learning:** Training and Development	-	2	50	50	50
		21UCC53SP01B	**Self-paced Learning**: Event Management					
		21UCC53SP01C	**Self-paced Learning**: Security in Information Technology					
	3	21UCC53FV01	Field study/ Industrial visit/ Case study	-	1	100	-	100
	4	21USS54SE03	**SEC -3 :** Soft Skills	2	1	100	-	100
	4	21UCC54EG01	**GE-1:** E-commerce and E Business Management	4	3	100	100	100
			Extra Credit Courses (MOOC)-3		(2)			
			Total	**30**	**23(2)**			
VI	3	21UCC63CC11	Income Tax Law and Practice	7	4	100	100	100
	3	21UCC63CC12	Financial Accounting Package – Tally Prime	3	2	100	100	100
	3	21UCC63CP06	Software Lab 6 Financial Accounting Package – Tally Prime	4	2	100	100	100
	3	21UCC63ES03A	**DSE -3:** Investment Management and stock trading	5	3	100	100	100
		21UCC63ES03B	**DSE- 3:** Indian Financial System					
	3	21UCC63ES04A	**DSE -4:** Advertising and Sales Promotion Management	5	3	100	100	100
		21UCC63ES04B	**DSE -4:** Sales Management					
	3	21UCC63PW01	Project Work and Viva Voce	-	2	100	100	100
	3	21UCC63CE01	Comprehensive Examinations	-	2	50	50	50
	4	21UCC64SE04	**SEC -4 : (WS)** E -BANKING	2	1	100	-	100
	4	21UCC64EG02	**GE-2 :** Total Quality Management	4	3	100	100	100
			Total	**30**	**22**			
I-VI	5	21UCW65OR01	Outreach Programme (SHEPHERD)		4			
			Total (three years)	**180**	**130(6)**			

*The courses with a scheme of Exam 50 in CIA and SE will be converted to 100 for grading.

6

SEC-2: BETWEEN SCHOOL 4th Semester							
Between schools (BS)- Offered to students of other schools (Except the school offering the course)							
Course Details					Scheme of Exams		
Offering Department	**Course Code**	**Course Title**	**Hr**	**Cr**	**CIA**	**SE**	**Final**
SBS							
Botany	21UBO44SE02	Mushroom Technology	2	1	100	-	100
SCS							
Computer Science	21UCS44SE02	Data Analysis Using Spreadsheet	2	1	100	-	100
Mathematics	21UMA44SE02	Numerical Ability	2	1	100	-	100
Statistics	21UST44SE02	Quantitative Methods	2	1	100	-	100
Information Technology	21UBC44SE02	Digital Artwork	2	1	100	-	100
SLAC							
English	21UEN44SE02	English for Competitive Examinations	2	1	100	-	100
History	21UHS44SE02	Historical Monuments in Tiruchirappalli	2	1	100	-	100
Tamil	21UTA44SE02A	மேடைப் பேச்சுக்கலை	2	1	100	-	100
Tamil	21UTA44SE02B	திரைப்படத் திறனாய்வும் குறும்பட உருவாக்கம்	2	1	100	-	100
SMS							
Commerce	21UCO44SE02A	Personal Finance Management	2	1	100	-	100
Commerce	21UCO44SE02B	Marketing Skills	2	1	100	-	100
Commerce	21UCO44SE02C	Event Planning and Management	2	1	100	-	100
Economics	21UEC44SE02	Financial Economics	2	1	100	-	100
BBA	21UBU44SE02A	Entrepreneurial Skills Enhancement	2	1	100	-	100
BBA	21UBU44SE02B	Practical Stock Trading	2	1	100	-	100
CommerceCA	21UCC44SE02	Practical Banking in India	2	1	100	-	100
SPS							
Chemistry	21UCH44SE02A	Health Chemistry	2	1	100	-	100
Chemistry	21UCH44SE02B	Industrial Chemistry	2	1	100	-	100
Physics	21UPH44SE02A	Weather Physics	2	1	100	-	100
Physics	21UPH44SE02B	Electrical Wiring	2	1	100	-	100
Electronics	21UEL44SE02	PC Assembling and Servicing	2	1	100	-	100

GENERIC ELECTIVE -1: 5th Semester								
Generic Elective Courses are designed for the students of other disciplines. (open to the students of other departments)								
Course Details						Scheme of Exams		
Offering Department	Course Code	Course Title	Hrs	Cr	CIA	SE	Final	
SBS								
Botany	21UBO54EG01	Landscape Designing	4	3	100	100	100	
SCS								
Computer Science	21UCS54EG01	Ethical Hacking	4	3	100	100	100	
Mathematics	21UMA54EG01	Mathematics for Competitive Examinations	4	3	100	100	100	
Statistics	21UST54EG01	Actuarial Statistics	4	3	100	100	100	
Information Technology	21UBC54EG01	Fundamentals Of Data Science	4	3	100	100	100	
SLAC								
English	21UEN54EG01	Film Studies	4	3	100	100	100	
History	21UHS54EG01	Tamil Heritage and Culture	4	3	100	100	100	
Tamil	21UTA54EG01	தமிழிலயக்கத்தில் மனித உரிமைகள்	4	3	100	100	100	
SMS								
Commerce	21UCO54EG01A	Computerised Accounting	4	3	100	100	100	
Commerce	21UCO54EG01B	Basics of Excel	4	3	100	100	100	
Commerce	21UCO54EG01C	Personal Investment Planning	4	3	100	100	100	
Economics	21UEC54EG01	Principles of Economics	4	3	100	100	100	
Commerce CA	21UCC54EG01	E-commerce and E Business Management	4	3	100	100	100	
BBA	21UBU54EG01A	Global Supply Chain Management	4	3	100	100	100	
BBA	21UBU54EG01B	Start – Ups and Small Business Management	4	3	100	100	100	
SPS								
Chemistry	21UCH54EG01A	Chemistry for Competitive Examinations	4	3	100	100	100	
Chemistry	21UCH54EG01B	Everyday Chemistry	4	3	100	100	100	
Physics	21UPH54EG01A	Everyday Physics	4	3	100	100	100	
Physics	21UPH54EG01B	Renewable Energy Physics	4	3	100	100	100	
Electronics	21UEL54EG01A	Everyday Electronics	4	3	100	100	100	
Electronics	21UEL54EG01B	Wireless Communication	4	3	100	100	100	

GENERIC ELECTIVE -2: 6th Semester							
Generic Elective Courses are designed for the students of other disciplines.							
(open to the students of other departments)							
Course Details					Scheme of Exams		
Offering Department	**Course Code**	**Course Title**	**Hrs**	**Cr**	**CIA**	**SE**	**Final**
SBS							
Botany	21UBO64EG02	Solid Waste Management	4	3	100	100	100
SCS							
Computer Science	21UCS64EG02	3D Printing and Design	4	3	100	100	100
Mathematics	21UMA64EG02	Analytical Skill for Competitive Examinations	4	3	100	100	100
Statistics	21UST64EG02	Applied Statistics	4	3	100	100	100
Information Technology	21UBC64EG02	Industry 4.0	4	3	100	100	100
SLAC							
English	21UEN64EG02	English for the Media	4	3	100	100	100
History	21UHS64EG02	Intellectual Revivalism in Tamil Nadu	4	3	100	100	100
Tamil	21UTA64EG02	சித்த மருத்துவம்	4	3	100	100	100
SMS							
Commerce	21UCO64EG02A	Rural Marketing	4	3	100	100	100
Commerce	21UCO64EG02B	Entrepreneurship Development	4	3	100	100	100
Commerce	21UCO64EG02C	Digital Marketing	4	3	100	100	100
Economics	21UEC64EG02	Economics for Competitive Exams	4	3	100	100	100
CommerceCA	21UCC64EG02	Total Quality Management	4	3	100	100	100
BBA	21UBU64EG02A	Personality Development	4	3	100	100	100
BBA	21UBU64EG02B	NGO Management	4	3	100	100	100
SPS							
Chemistry	21UCH64EG02A	Food And Nutrition	4	3	100	100	100
Chemistry	21UCH64EG02B	Waste Management	4	3	100	100	100
Physics	21UPH64EG02A	Laser Technology and its Application	4	3	100	100	100
Physics	21UPH64EG02B	Physics of Earth	4	3	100	100	100
Electronics	21UEL64EG02A	CCTV and Smart Security System	4	3	100	100	100
Electronics	21UEL64EG02B	Entrepreneurial Electronics	4	3	100	100	100

Semester	Course Code	Title of the Course	Hours/Week	Credits
I	21UTA11GL01	General Tamil - I	4	3

CO No.	CO–Statements இப்பாடத்தின் நிறைவில் மாணவர்கள்	Cognitive Levels (K –Levels)
CO–1	இக்கால இலக்கிய வகைகளைக் கண்டறிவர்	K1
CO–2	எழுத்து,சொல் இலக்கணங்களின் அடிப்படைகளைக் கண்டறிவர்	K1
CO–3	அயலகக் கவிதை வடிவங்களை விளங்கிக் கொள்வர்	K2
CO–4	மொழிபெயர்ப்புக் கவிதைகளின் வாயிலாக மொழிபெயர்ப்புத் திறனை வளர்த்தெடுப்பர்	K3
CO–5	புதுக்கவிதை வாயிலாக வெளிப்படும் சமூக, அரசியல் விழுமியங்களை மதிப்பிடுவர்	K4

அலகு - 1 (12 மணிநேரம்)

பாரதியார் கவிதைகள் - குயில்பாட்டு (குயில் தன் பூர்வ ஜன்மக் கதை
உரைத்தல்)
பாரதிதாசன் கவிதைகள் - சஞ்சீவி பர்வதத்தின் சாரல்
உரைநடை - முதல் மூன்று கட்டுரைகள்

அலகு - 2 (12 மணிநேரம்)

வெ.இராமலிங்கனார் - சொல், தமிழன் இதயம்
முடியரசனார் - உயிர் வெல்லமோ, மனத்தூய்மை
பெருஞ்சித்திரனார் - அஞ்சாதீர், மொழி இனம் நாடு,
பட்டுக்கோட்டை
கல்யாணசுந்தரனார் - வருங்காலம் உண்டு, உழைக்காமல் சேர்க்கும் பணம்.
இலக்கணம் - எழுத்து
இலக்கிய வரலாறு - மூன்றாம் பாகம் - தண்டமிழ்த் தொண்டர்கள்

அலகு - 3 (12 மணிநேரம்)

சுரதா - நல்ல தீர்ப்பு
கண்ணதாசன் - ஒரு பானையின் கதை
அப்துல் ரகுமான் - வீடு
மேத்தா - ஒரே குரல்
இலக்கிய வரலாறு - மூன்றாம் பாகம் - இருபதாம் நூற்றாண்டு
இலக்கியவளர்ச்சி
சிறுகதை - முதல் ஐந்து சிறுகதைகள்

அலகு – 4 : அரசியல் கவிதைகள் (12 மணிநேரம்)

ஈரோடு தமிழன்பன் - அகல் விளக்காக இரு
ஆதவன் தீட்சண்யா - இன்னும் இருக்கும் சுவர்களின் பொருட்டு

10

சுகிர்தராணி   - என் கண்மணியே இசைப்பிரியா
சக்தி ஜோதி   - யுகாந்திர உறக்கம்
பழநிபாரதி   - வெள்ளைக்காகிதம்
லிவிங் ஸ்மைல் வித்யா   - நினைவில் பால்யம் அழுத்தம்
இலக்கணம்   - சொல்

அலகு - 5   அயலகக் கவிதைகள்   (12 மணிநேரம்)

ஓசே ரிசால்   - விடைகொடு என் தாய் மண்ணே
ஹைபுன் கவிதைகள்   - அறுவடை நாளின் மழை (மூன்று கவிதைகள்)
சிறுகதை   - ஆறு முதல் பத்து சிறுகதைகள்
உரைநடை   - நான்கு முதல் ஆறு கட்டுரைகள்

பாட நூல்கள்

1. **பொதுத்தமிழ்**, *செய்யுள் திரட்டு, தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, முதற்பதிப்பு, 2021*
2. **சமூகவியல் நோக்கில் தமிழிலக்கிய வரலாறு**, *தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, பத்தாம் பதிப்பு, 2017*
3. **நற்றமிழ்க் கோவை** (கட்டுரைத் தொகுப்பு). *தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, முதற்பதிப்பு, 2021*
4. **சிறுகதைத் தொகுப்பு** - ஒவ்வொரு கல்வியாண்டிற்கும் ஒவ்வொரு சிறுகதைத்தொகுப்பு
5. (2021–2022 கல்வியாண்டுக்கு மட்டும்): **நல்லாசிரியர்**, *சிறுகதைத் தொகுப்பு, - தமிழாய்வுத்துறை, நியூ செஞ்சுரி புக் ஹவுஸ், சென்னை, முதற்பதிப்பு, 2021*

Relationship matrix for Course outcomes, Programme outcomes / Programme Specific Outcomes

Semester	Course code	Title of the Course		Hours	Credits
I	21UTA11GL01	General Tamil - I		4	3

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	1	2	2	3	3	3	2	3	2	2.3
CO–2	2	1	2	2	2	3	2	2	2	2	2.0
CO–3	2	1	2	2	3	3	3	2	3	2	2.3
CO–4	1	2	1	2	2	3	2	2	3	2	2.0
CO–5	1	1	2	2	3	3	3	2	3	2	2.2
Mean overall Score											2.16 (High)

Semester	Course Code	Title of the Course	Hours	Credits
I	21UFR11GL01	FRENCH – I	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	recall and spell the alphabets, numbers, colours, days of the week and months in French.	K1
CO–2	compare the definite and indefinite articles and its usages.	K2
CO–3	construct simple phrases by using 'er' verbs in present tense.	K3
CO–4	make use of correct terminology and introduce oneself in French.	K3
CO–5	distinguish between affirmative and negative phrases and take part in role play - conversation.	K4

Unit – I (12 hours)

TITRE:BONJOUR CA VA?

GRAMMAIRE : Les pronoms personnels sujets, les articles définis et indéfinis, Etre et avoir (verbes auxiliaires)

LEXIQUE : Saluer, Entrer en contact, demander et dire comment ça va ?, L'alphabet, les couleurs, les pays et les nationalités, les animaux domestiques.

PRODUCTION ORALE : Epeler son nom et son prénom, Comprendre des personnes qui se saluent.

PRODUCTION ECRITE : Les formules de politesse

Unit – II (12 hours)

TITRE:SALUT ! JE M'APPELLE AGNES

GRAMMAIRE : La conjugaison du 1er groupe, les adjectifs possessifs, la formation du féminin, la formation du pluriel.

LEXIQUE : Se présenter, Présenter quelqu'un, Remercier, Les jours de la semaine, les mois de l'année, les nombres de 0 à 69, la famille

PRODUCTION ORALE : Comprendre des informations essentielles

PRODUCTION ECRITE : Présentez –vous

Unit - III (12 hours)

TITRE:QUI EST-CE?

GRAMMAIRE : La phrase interrogative : Qu'est-ce que… ?/Qu'est-ce que c'est ?/Qui est-ce ?, quelques indicateurs du temps, la formation du féminin, les verbes aller et venir

LEXIQUE : Demander et répondre poliment,les professions

PRODUCTION ORALE : Parler de ses projets

PRODUCTION ECRITE : Ecrire de brefs messages

Unit - IV (12 hours)

TITRE:DANS MON SAC, J'AI?

GRAMMAIRE : la phrase négative, c'est/il est, les articles contractes, les pronoms personnels toniques

LEXIQUE : Demander des informations personnelles, Quelques objets, la fiche d'identité, les

nombres à partir de 70
PRODUCTION ORALE : Comprendre un message sur un répondeur téléphonique
PRODUCTION ECRITE : Remplir une fiche d'identité

Unit - V (12 hours)
TITRE:IL EST COMMENT? / ALLO?
GRAMMAIRE : les adverbes interrogatifs, les prépositions de lieu, les verbes du deuxième groupe, le verbe faire
LEXIQUE : Parler au téléphone, décrire quelqu'un, l'aspect physique, le caractère
PRODUCTION ORALE : Un jeu de rôle – la conversation téléphonique
PRODUCTION ECRITE : Décrivez votre aspect physique et votre caractère en quelques lignes

Book for Study
P. Dauda, L.Giachino and C.Baracco, *Generation A1*, Didier, Paris 2016.

Books for Reference

1. J.Girardet and J.Pecheur, *Echo A1*, CLE International, 2^{e}edition, 2017
2. Régine Mérieux and Yves Loiseau, *Latitudes A1*, Didier, 2012.
3. Isabelle Fournier, *Talk French*, Goyal Publishers,2011

Web Resources
1. https://www.wikihow.com/Pronounce-the-Letters-of-the-French-Alphabet
2. https://francais.lingolia.com/en/grammar/tenses/le-present
3. https://www.lawlessfrench.com/grammar/articles/
4. https://www.frenchpod101.com/french-vocabulary-lists/10-lines-you-need-for-introducing-yourself
5. https://www.tolearnfrench.com/exercises/exercise-french-2/exercise-french-3295.php

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course			Hours	Credits
I	21UFR11GL01		FRENCH – I			4	3
Course Outcomes (COs)	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**	**Mean Score of Cos**

Course Outcomes (COs)	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Mean Score of Cos
CO–1	3	1	2	3	2	3	2	1	2	3	2.2
CO–2	3	3	3	2	2	2	1	2	2	3	2.3
CO–3	3	1	2	3	2	3	2	1	2	2	2.1
CO–4	2	2	3	2	1	3	2	1	2	3	2.1
CO–5	3	2	3	2	2	3	2	2	3	2	2.4
Mean overall Score											**2.22 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
I	21UHI11GL01	HINDI- I	4	3

CO No.	CO–Statements On successful completion of the course, students will be able to	Cognitive Levels (K –Levels)
CO -1	list out the literary works in Hindi during the period of 12th century in India.	K1
CO -2	compare the vocabulary & expressions related to day-to-day conversation.	K2
CO -3	use simple Phrases from English to Hindi.	K3
CO -4	investigate the values of Indian society & summarize the duties of a citizen for his/her country.	K4
CO -5	identify the sentences in Hindi using basic grammar.	K4

Unit - I (12 Hours)

Dr. Abdul Kalam
Ling
Kabir Ke Dohe
Baathcheeth - Aspathal mein
Adhikal - Namakarn

Unit - II (12 Hours)

Vachan Badaliye
Thulasi ke Dohe
Adhikal - Samajik Paristhithiyam
Moun Hee Mantra Hai

Unit - III (12 Hours)

Sangya
Soordas ke Pad
Baathcheeth - Hotel mein
Adhikal - Sahithyik Paristhithiyam

Unit - IV (12 Hours)

Sarvanam
Rahim ke Dohe
Bathcheeth - Kaksha mein
Adhikal - Salient Features, Main Divisions

Unit - V (12 Hours)

Anuvad - 1
Visheshan
Bihari - Dohe
Bathcheeth - Kariyalay mein
Adhikal - Visheshathayem

Books for Study

1. M.kamathaprasad Gupth, *Hindi Vyakaran*, Anand Prakashan, Kolkatta,2020.
   Unit-I   *Chapters 2 and 3*
2. Viswanath Tripaty, *Kuchh Kahaniyan*, Rajkamal Prakashan Pvt. Ltd, New Delhi,2018.
   Unit-II, III and IV   *Chapters 4 and 5*
3. Dr. Sanjeev Kumar Jain, *Anuwad: Siddhant Evam Vyavhar*, Kailash Pustak
   Sadan, Madhya Pradesh 2019.
   Unit-V   *Chapter 1*

Books for Reference

1. Dr.A.P.J.Abdul Kalam, Mere sapnom ka Bharath, Prabath Prakashan, Noida, 2020,
2. Lakshman prasad singh, Kavya ke sopan, Bharathy Bhavan Prakashan, 2017.
3. Aravind Kumar, Sampoorna Hindi Vyakaran our Rachana, Lucent publisher, 2019.
4. Adhunik Hindi Vyakaran our Rachana, bharati bhawan publishers & distributors, 2018.
5. Acharya ramchandra shukla, Hindi Sahitya Ka Itihas, Prabhat Prakashan, 2021.

Web Resources

1. https://youtu.be/LrdrcP2oiyU
2. https://youtu.be/Cib2FNv8KyA
3. https://youtu.be/aXARykpYCxA
4. https://youtu.be/RUDFis-tdg4
5. https://youtu.be/upivTmLTPQA

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code		Title of the Course							Hours	Credits
I	21UHI11GL01		HINDI - I							4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	3	2	3	1	3	1	3	3	2	2.3
CO-2	2	2	3	3	1	3	2	3	3	2	2.4
CO-3	3	2	2	1	2	3	2	3	2	3	2.3
CO-4	3	2	1	3	2	3	2	3	3	2	2.4
CO-5	2	3	3	2	3	2	3	3	3	1	2.5
								Mean Overall Score			2.38 (High)

Semester	Course Code	Title of the Course	Hours	Credits
I	21USA11GL01	SANSKRIT - I	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of the course, the student will be able to	
CO-1	remember and Recall words relating to objects.	K1
CO-2	understand classified vocabulary.	K2
CO-3	apply nouns and verbs.	K3
CO-4	analyze different forms of names and verbs.	K4
CO-5	appreciate the good saying of Sanskrit Improve the self-values.	K5

Unit - I (12 Hours)

Samyakthakshatra pada paricaya

Unit - II (12 Hours)

Vartmanakala prayogaha

Unit - III (12 Hours)

Samskruta varathamanakalaha

Unit - IV (12 Hours)

Shadha priyoghaa aakaarnta ikaraantha ukarantha

Unit - V (12 Hours)

Subhashitani manoharani Dasaslokani

Book for Study
Shaptamanjari , K.M.,Saral Snakrit Balabodh , Bharathiya Vidya Bhavan , Munushimarg Mumbai – 4000 007 2018, 2019

Books for Reference

1. Kulapathy , K.M.,Saral Snakrit Balabodh , Bharathiya Vidya Bhavan , Munushimarg Mumbai – 4000 007 2018
2. R.S.Vadhar & Sons , Book – Sellers and publishers , Kalpathi.Palgahat 678003, Kerala South India , Shabdha Manjari 2019

3. Balasubramaniam R, Samskrita Akshatra Siksha , Vangals Publications, 14th Main road JP Nagar , Bangalore – 78

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credit
I	21USA11GL01	SANSKRIT- I									4	3
Course Outcomes ↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	3	1	1	3	2	3	2	3	2	2	2.2	
CO-2	2	2	3	3	1	2	2	3	3	2	2.3	
CO-3	3	2	2	2	2	2	2	3	3	2	2.3	
CO-4	3	2	2	3	2	3	3	3	2	2	2.3	
CO-5	3	2	3	2	3	2	2	3	3	3	2.6	
Mean Overall Score											2.34	
Result											# High	

Semester	Course Code	Title of the Course	Hours	Credits
I	**21UEN12GE01**	**GENERAL ENGLISH - I**	**5**	**3**

CO No.	CO-Statements	Cognitive Levels (K- Levels)
	On successful completion of this course, students will be able to	
CO-1	recall what they observe and experience	**K1**
CO-2	arrange different parts of a text in a coherent manner	**K2**
CO-3	examine the underlying meaning in a text	**K3**
CO-4	analyse and evaluate letters regarding the use of appropriate language and format	**K4 & K5**
CO-5	use conversational English to communicate with friends	**K6**

Unit-I (15 Hours)
01. Personal Details
02. Positive Qualities
03. Listening to Positive Qualities
04. Relating and Grading Qualities
05. My Ambition
06. Abilities and Skills
07. Self-Improvement Word Grid
08. What am I Doing?
09. What was I Doing?
10. Unscramble the Past Actions
11. What did I Do Yesterday?

Unit-II (15 Hours)
12. Body Parts
13. Actions and Body Parts
14. Value of Life
15. Describing Self
16. Home Word Grid
17. Unscramble Building Types
18. Plural Forms of Naming Words
19. Irregular Plural Forms
20. Plural Naming Words Practice
21. Whose Words?

Unit-III (15 Hours)
22. Plural Forms of Action Words
23. Present Positive Actions
24. Present Negative Actions
25. Un/Countable Naming Words
26. Recognition of Vowel Sounds
27. Indefinite Articles

28. Un/Countable Practice
29. Match the Visual
30. Letter Spell-Check
31. Drafting a Letter

Unit-IV (15 Hours)
32. Friendship Word Grid
33. Friends' Details
34. Guess the Favourites
35. Guess Your Friend
36. Friends as Guests
37. Introducing Friends
38. What are We Doing?
39. What is (S)He / are They Doing?
40. Yes / No Question
41. What was S/He Doing?
42. Names and Actions
43. True Friendship
44. Know Your Friends
45. Giving Advice/Suggestions
46. Discussion on Friendship
47. My Best Friend

Unit-V (15 Hours)
48. Kinship Words
49. The Odd One Out
50. My Family Tree
51. Little Boy's Request
52. Occasions for Message
53. Words Denoting Place
54. Words Denoting Movement
55. Phrases for Giving Directions
56. Find the Destination
57. Giving Directions Practice
58. SMS Language
59. Converting SMS
60. Writing Short Messages
61. Sending SMS
62. The Family Debate
63. Family Today

Book for Study
Joy, J.L., and Peter, F.M. *Let's Communicate 1*. New Delhi, Trinity P, 2014.

Books for Reference
1. Ahrens, Sönke. *How to Take Smart Notes: One Simple Technique to Boost Writing, Learning and Thinking*. New York: Create Space, 2017.
2. Aspinall, Tricia. *Test Your Listening.* London: Pearson, 2002.
3. Bailey, Stephen. *Academic Writing: A Practical Guide for Students*. New York: Routledge, 2004.
4. Fitikides, T.J. *Common Mistakes in English* (6th ed.). London: Longman, 2002.

5. Wainwright, Gordon. *How to Read Faster and Recall More: Learn the Art of Speed Reading with Maximum Recall* (3rd ed.). Oxford: How to Books, 2007.

Web Resources
1. https://learnenglish.britishcouncil.org/
2. https://oneminuteenglish.org/en/best-websites-learn-english/
3. https://www.dailywritingtips.com/best-websites-to-learn-english/

Relationship Matrix for Course Outcomes, Programme Outcomes, and Programmes Specific Outcomes

Semester	Course Code		Title of the Course				Hours	Credit
I	21UEN12GE01		GENERAL ENGLISH – I				5	3

Course Outcome (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO -1	2	3	2	2	3	2	3	2	3	2	2.4
CO -2	2	2	3	2	3	3	2	3	2	2	2.3
CO -3	2	3	2	3	2	2	3	2	3	2	2.4
CO -4	2	2	3	2	3	3	2	3	2	3	2.5
CO -5	2	2	2	3	2	2	2	3	2	2	2.2
									Mean Overall Score		2.36 (High)

Semester	Course Code	Title of the Course	Hours	Credits
I	**21UCC13CC01**	**CORE–1:** **FINANCIAL ACCOUNTING**	**7**	**4**

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	know the concepts of financial accounting	**K1**
CO–2	understand the consignment and joint venture accounts	**K2**
CO–3	explain the concepts of branch accounting and departmental accounting	**K2**
CO–4	apply the hire purchase accounts and fire insurance claims methods in business	**K3**
CO–5	analyze and prepare the financial statements of partnership firm	**K4**

Unit-I (21 Hours)

Single Entry and Self Balancing Ledger- Definition- features- Double Entry systems Vs Single entry systems– Ascertainment of Profit – Net worth method – conversion method - Self- balancing ledger –Debtors ledger- creditors ledger- general ledger- Adjustment Accounts - Account current –Average due date.

Unit-II (21 Hours)

Accounting for Consignment and Joint venture - Consignment accounts- Account sales – Direct expenses- Non recurring expenses – Accounting treatment for consignment transactions- Consignor's books- Consignee's book-Joint Venture- Accounting treatment for joint ventures

Unit-III (21 Hours)

Hire purchase system and Installment system - Accounting for Hire purchase– Calculation of interest- Default and Repossession -Repossession of stock - Hire purchase trading account – Stock and Debtors system. Fire Insurance claims: Loss of Stock – Loss of Profit – Average clause.

Unit-IV (21 Hours)

Branch and Departmental accounts- Branch Accounts – Types of Branches (excluding foreign branches) – Dependent Branches – Independent Branches. Departmental Accounts - Methods and techniques – Inter- departmental transfers.

Unit-V (21 Hours)

Partnership Accounts: - Admission – Retirement and Death ofPartnership-Dissolution of the firm – Insolvency of Partnership - Garner Vs Murray -Piecemeal distribution

Book for Study

Shukla & Grewel, 2015 - *Advanced Accounts, Vol. I*, 1st Edition, published by Sultan & Chand Publishing Co., New Delhi

Books for Reference

1. Reddy and A. Moorthy.T.S, (2016) - *Financial Accounting*, 1st edition Published by Margham publishers, Chennai.
2. Jain & Narang, (2015), *Advanced Accounting*, 1st edition, published by Kalyani Publishers, New Delhi.
3. Nagarajan, Vinaykarn & Mani , (2012) – *Principles of Accountancy* – 1st edition Published by Eurasia Publishing House, New Delhi,
4. Tulsian, P. C., *Financial Accounting*, 1st edition Published by Tata McGraw Hills, New Delhi.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours	Credits
I	21UCC13CC01		CORE – 1 : FINANCIAL ACCOUNTING				7	4

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	2	3	2	3	3	2	2	3	2.5
CO–2	2	3	2	1	2	3	3	2	2	3	2.3
CO–3	2	2	3	2	3	2	3	2	3	2	2.4
CO–4	1	2	2	3	1	2	3	2	2	3	2.1
CO–5	2	2	2	2	3	1	3	2	2	3	2.2
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
I	21UCC13CC02	**CORE – 2 :COMPUTER APPLICATION FOR BUSINESS**	4	2

CO No.	**CO–Statements** On successful completion of this course, students will be able to	**Cognitive Levels (K –Levels)**
CO–1	know the components and devices of computer	**K1**
CO–2	understand the meaning of IT	**K2**
CO–3	build spreadsheets to perform calculations, display data and conduct analysis	**K3**
CO–4	develop technical and scientific presentations which use charts and visual aids to share data	**K3**
CO–5	design and construct databases to store, extract, and analyze the data	**K4**

Unit-I   **(12 Hours)**

Computer-Introduction to Computer: Computer Generation - classifications of Computers – Components - Input and output devices: Input devices - output devices - storage devices- classification of Software- system software -application software - system software packages – Operating System - Functions of Operating System - compiler - assembler and Interpreter.

Unit – II   **(12 Hours)**

IT Meaning - Need - Components Role of IT - IT in manufacturing, IT in mobile computing, IT in public sector, IT in defense, IT in media, IT in publication, IT and internet. Emerging trends in IT – E Commerce, IT and supply chain management, IT and Strategic information systems (SIS), Electronic Data Interchange (EDI).

Unit – III   **(12 Hours)**

Creating and Saving a Word document - Applying basic formatting - working with styles- working with tables –working with images- working with chart-mail merge - spelling and Grammar.

Unit – IV   **(12 Hours)**

Spreadsheet: Features - Introduction to Excel – Getting Started – Editing Cells and Using Commands and Functions – Moving copying, Inserting and deleting Rows and Columns – Getting help and Formatting a Worksheet – Printing the Worksheet – Creating charts - Using Date and Addressing Modes – Naming Ranges, and Using Statistical Math and Financial Functions – Database in a worksheet – Additional Formatting Commands and Drawing Toolbars – Miscellaneous and Functions – Multiple Worksheets and Macros.

Unit – V (12 Hours)

MS-Powerpointa and MS-Access**:** Creating and enhancing a presentation, creating and publishing a web presentation, modifying a presentation, working with visual elements, delivering a presentation and designing a template.MS ACCESS: Introduction to Access - Creating a Simple Database and Tables - Entering and Editing Data - Finding, Sorting and Displaying Data.

Books for Study

1. Alexis Leon, Mathews Leon, Leena Leon (2013). *Introduction to Information Technology*, 1st Edition,Vijay Nicole Imprints Private Limited, Chennai
   (Unit I & II)
2. Sanjay Saxena (2011*). MS-Office 2007 in a Nutshell*, 1st Edition, Vikas Publishing House Pvt. Ltd., India.
   Unit -III *Chapter 2***, Unit-IV** *Chapter 3,* **Unit -V** *Chapter 4 & 5*

Books for Reference

1. Suresh K Basendra (2001).*Computers Today*,1st Edition,Galgotia publication private Ltd.,NewDelhi.
2. Jane Calabria and Dorothy Burke (1998). *Microsoft Office user Specialist, Power Point 97 Exam Guide*, 1st Edition, PHI New Delhi.
3. Taxali, R.k (1998). *PC Software for WINDOWS Made Simple*, 1st Edition, Tata McGraw–Hill Publishing Company Limited, New Delhi.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course						Hours		Credits
I	21UCC13CC02		CORE – 2 : COMPUTER APPLICATION FOR BUSINESS						4		2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	2	1	2	2	3	2	1	2	2.0
CO–2	3	3	3	2	1	3	2	3	2	2	2.4
CO–3	2	2	3	2	2	2	3	2	2	3	2.3
CO–4	3	3	2	1	2	3	2	3	1	2	2.2
CO–5	2	3	3	2	2	2	3	3	2	1	2.4
Mean overall Score											2.26 (High)

Semester	Course Code	Title of the Course	Hours	Credits
I	21UCC13CP01	**SOFTWARE LAB – I : COMPUTER APPLICATION FOR BUSINESS**	2	2

CO No.	**CO–Statements** On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	know the Document Creation and basic Formatting	K1
CO–2	understand to perform mathematical calculations and conduct analysis	K2
CO–3	apply the standard statistical inference procedures	K3
CO–4	develop technical and scientific presentations which use charts and visual aids to share data	K3
CO–5	design and construct databases to store, extract, and analyze the data	K4

Exercises

1. Creating Resume using MS-Word.

2. Mail mergeusing MS-Word.

3. Working with Charts using MS-Word and MS-Excel.

4. Statistical and Mathematical Functions in MS-Excel.

   i) Student Marklist Preparation

   ii) Electricity Bill Preparation

   iii) Payroll Preparation

5. Creating MS-PowerPoint slide.

6. Imply different effects in MS-PowerPoint slide.

7. Creating database using MS-Access.

8. Finding, sorting and displaying the data in MS-Access data base.

9. Generate a Query in MS-Access.

10. Generate a Form and Report using MS-Access.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code	Title of the Course			Hours	Credits
I	21UCC13CP01	SOFTWARE LAB – I COMPUTER APPLICATION FOR BUSINESS			2	2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	2	2	2	3	3	2	1	2	2.2
CO–2	3	2	2	2	1	3	3	3	2	2	2.4
CO–3	2	3	3	2	2	2	3	3	2	2	2.4
CO–4	3	3	3	1	2	3	3	3	1	2	2.4
CO–5	2	2	3	2	2	2	3	3	2	2	2.4
Mean overall Score											2.36 (High)

Semester	Course Code	Title of the Course	Hours	Credits
I	21UCC13AC01	**ALLIED: BUSINESS ENVIRONMENT**	6	4

CO No.	**CO–Statements** On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	understand the basic knowledge about business environment and its strategy	**K1**
CO–2	gain awareness on economic system and the population growth in different levels	**K2**
CO–3	understand the variables of natural environment and demographic environment	**K2**
CO–4	determine the socio-cultural environment view the society and to identify its elements	**K3**
CO–5	analyze the problem of political system and cultures prevailing	**K4**

Unit – I   **(18 Hours)**

Business- concept – features, Nature, significance, Elements of Business Environment - Changing dimensions of business environment - Micro and Macro environment of Business

Unit – II   **(18 Hours)**

Economic system, roles and responsibilities of Business economist - Economic systems and business environment - Economic Planning in India - Government Policies - Economic Development

Unit – III   **(18 Hours)**

political environment and legal environment -political ideologies and political system - Critical elements of political environment government and Business - Changing dimensions of legal environment in India – Foreign Exchange Management Act (FEMA) Difference between Unfair Trade Practice and Restrictive Trade Practice

Unit – IV   **(18 Hours)**

Socio-cultural environment - Social institutions and systems - Social values and attitudes - Social groups and attitudes - Dualism in Indian society and problems of uneven income distribution - Emerging rural sector in India - Social responsibility of business.

Unit – V   **(18 Hours)**

Natural environment - Elements, major domains, component - various aspects of natural environment - impact of natural environment on business decision – Resources, hand, soil and water resources

Book for Study

Francis Cherunilam, (2018), *Business Environment*, 1st Edition, Himalaya Publishing House, India.

Books for Reference

1. Namita Gopal, (2009), *Business Environment*, 2nd edition, Tata McGraw-Hill Publishing company Ltd, New Delhi.
2. Premavathy. N, (2008), *Business Environment*, 3rd Edition, Sri Vishnu Publications, Chennai.
3. Sankaran S, (2019), *Business Environment*, Margham Publications, Chennai.
4. Aswathappa K, (2011), *Essentials of Business Environment*, 1st Edition, Himalaya Publishing House, India.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course				Hours		Credits
I	21UCC13AC01			ALLIED: BUSINESS ENVIRONMENT				6		4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	2	3	2	3	3	2	3	1	2.5
CO–2	3	3	2	2	3	2	3	2	3	2	2.5
CO–3	3	3	2	3	1	2	3	3	3	2	2.5
CO–4	2	3	1	2	3	1	2	3	3	2	2.2
CO–5	3	3	1	1	2	1	3	2	2	2	2.0
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
I	21UHE14VE01	**ESSENTIALS OF HUMANITY**	2	1

CO No.	CO – Statements	Cognitive Levels (K –Levels)
	On completion of this course, the graduates will be able to:	
CO-1	recall the prescribed values and their dimensions	**K1**
CO-2	examine themselves by learning the developmental changes happening in the course of their life time	**K2**
CO-3	apply the trained values in their day today life	**K3**
CO-4	analyze themselves as responsible men and women	**K4**
CO-5	create a constructive approach to life	**K5 & K6**

Unit-I Principles of Value Education (6 Hours)
Introduction to values - Characteristics and Roots of Values - Value Education & Value Clarification - Moral Characters - Kinds of Values - Objectives of Values.

Unit-II The Development of Human Personality (6 Hours)
Personality: Introduction, Theories, Integration &Factors influencing the development of personality - SEL Series - Discovering self - Defense Mechanism - Power of positive thinking - Why worry?

Unit-III The Dimensions of Human Development (6 Hours)
Areas of Development: Physical, Intellectual, Emotional, Social Development, Moral & Spiritual development

Unit-IV Responsible Parenthood (6 Hours)
Human sexuality - Marriage and Family - Sex and Love - Characteristics of Responsible parent - Causes of Marriage disharmony - Art of wise parenting.

Unit-V Gender Equality and Empowerment (6 Hours)
Historical perspective - Women in Independence struggle - Women in Independent India - Education & Economic development - Crimes against Women - Women rights - Time-line of Women Achievements in India

Books for Study
Department of Human Excellence. *Essentials of Humanity*, St. Joseph's College, Tiruchirappali-02, 2021.
Books for Reference
1. Alphonse Xavier Dr SJ. *You Shall Overcome,*(6th Ed.) Chennai: ICRDCE Publication, 2012.
2. Alex K. *Soft Skills*, New Delhi: S. Chand, 2009.

3.   Kalam Abdul APJ. *You Are Unique*, Bangalore: Punya Publishing, 2012.
Web Sources
http://livingvalues.net. Accessed 05 Mar. 2021.
https://www.apa.org/topics/personality#. Accessed 05 Mar. 2021.
https://www.peacecorps.gov/educators/resources/global-issues-gender-equality-and-womens-empowerment/. Accessed 05 Mar. 2021.

Semester	Course Code	Title of the Course	Hours	Credits
II	21UTA21GL02	General Tamil - II	4	3

CO No.	CO- Statement	Cognitive Level (K- level)
	இப்பாடத்தின் நிறைவில் மாணவர்கள்	
CO-1	தமிழிலக்கிய வரலாற்றில் சைவ, வைணவ இலக்கியங்கள் பெறும் இடத்தை அறிந்துகொள்வர்	K 1
CO-2	அகப்பொருள், புறப்பொருள் இலக்கணங்களின் அடிப்படை அறிவைப் பெறுவர்.	K 1
CO-3	காப்பியச் சுவையை மாணவர்கள் புரிந்துகொள்வர்	K 2
CO-4	இஸ்லாமிய இலக்கியச் சிந்தனைகளைப் பெறுவர்	K 3
CO-5	கிறித்தவ மதிப்பீடுகளைச் சிற்றிலக்கிய வகைகளின் வழியாகத் திறனாய்வர்.	K 4

அலகு - 1   (12 மணிநேரம்)

சிலப்பதிகாரம்   - கனாத்திறம் உரைத்த காதை
மணிமேகலை   - ஆபுத்திரன் திறம் அறிவித்த காதை
இலக்கிய வரலாறு   - சைவம் வளர்த்த தமிழ் முதல் புராணங்கள் முடிய.
இலக்கணம்   - அகப்பொருள் இலக்கணம்

அலகு - 2   (12 மணிநேரம்)

திருவாசகம்   - திருச்சாழல்
சிவவாக்கியார் பாடல்கள் - 25 பாடல்கள் (04, 14, 16, 22, 27, 33, 34, 35, 36,37, 38, 47, 81, 91, 225, 237, 242, 495, 504, 520,522, 533, 534, 536, 548.)

அலகு - 3   (12 மணிநேரம்)

நாலாயிர திவ்வியப் பிரபந்தம்- அமலானாதிபிரான்   (10 பாடல்கள்)
                   - பெருமாள் திருமொழி (11 பாடல்கள்)
கம்பராமாயணம்   - கைகேயி சூழ்வினைப்படலம்
உரைடை   - 7 முதல் 9 முடிய உள்ள கட்டுரைகள்

அலகு - 4   (12 மணிநேரம்)

சீறாப்புராணம்   - உடும்பு பேசிய படலம்
இலக்கணம்   - புறப்பொருள் இலக்கணம்
இலக்கிய வரலாறு   - தமிழ் இலக்கண நூல்கள் முதல் சிற்றிலக்கியங்கள் முடிய

அலகு - 5   (12 மணிநேரம்)

திருக்காவலூர்க் கலம்பகம் - சமூக உல்லாசம்
உரைநடை   - 10 முதல் 12 வரையிலான கட்டுரைகள்

பாடநூல்கள்:

1. **பொதுத்தமிழ் - செய்யுள் திரட்டு**, தமிழாய்வுத்துறை வெளியீடு, தூய வளனார் கல்லூரி. திருச்சிராப்பள்ளி, முதற்பதிப்பு, 2021
2. **சமூகவியல் நோக்கில் தமிழிலக்கிய வரலாறு,** தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, பத்தாம் பதிப்பு, 2017
3. **நற்றமிழ்க் கோவை** (கட்டுரைத் தொகுப்பு). தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, முதற்பதிப்பு, 2021

Semester	Course Code	Title of the Course									Hours	Credit
II	**21UTA21GL02**	**General Tamil - II**									**4**	**3**
Course Outcomes (Cos)	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of COs**	
	PO-1	**PO-2**	**PO-3**	**PO-4**	**PO-5**	**PSO-1**	**PSO-2**	**PSO-3**	**PSO-4**	**PSO-5**		
CO-1	2	2	1	2	3	2	2	2	3	2	2.1	
CO-2	2	1	2	2	3	3	2	2	3	2	2.2	
CO-3	2	1	2	2	3	3	2	2	3	2	2.2	
CO-4	1	1	2	2	3	3	2	2	3	2	2.1	
CO-5	1	1	2	2	3	2	2	3	3	2	2.1	
Mean Overall Score											**2.14 (High)**	

Semester	Course Code	Title of the Course	Hours	Credits
II	**21UFR21GL02**	**FRENCH – II**	**4**	**3**

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	relate pronominal verbs in expressing one's day today activity.	**K1**
CO–2	compare the different types of articles.	**K2**
CO–3	construct texts using pronouns – passages and dialogues.	**K3**
CO–4	discover the food habits of the French culture.	**K4**
CO–5	appraise the French fashion.	**K5**

Unit - I (12 hours)

TITRE:LES LOISIRS
GRAMMAIRE : les adjectifs interrogatifs, les nombres ordinaux, les verbes pronominaux
LEXIQUE : les différentes activités quotidiennes,les loisirs, les activités quotidiennes, les matières
PRODUCTION ORALE : parler sur votre passe-temps
PRODUCTION ECRITE : décrire sa journée

Unit -II (12 hours)

TITRE:LA ROUTINE
GRAMMAIRE : les pronoms personnels COD, les verbes du premier groupe en e/er/eler/eter, le verbe prendre
LEXIQUE : exprimer ses gouts et ses préférences, le temps, l'heure, la fréquence
PRODUCTION ORALE : savoir comment dire l'heure
PRODUCTION ECRITE : écrire vos préférences en quelques lignes

Unit - III (12 hours)

TITRE:OU FAIRE SES COURSES?
GRAMMAIRE : les articles partitifs, le pronom en (la quantité), très ou beaucoup
LEXIQUE : inviter et répondre à une invitation, les commerces et les commerçants, demander et dire le prix, les quantités
PRODUCTION ORALE : faire des courses pour une soirée
PRODUCTION ECRITE : écrire un message en acceptant l'invitation

Unit - IV (12 hours)

TITRE:DECOUVREZ ET DEGUSTEZ
GRAMMAIRE : l'impératif, il faut, les verbes devoir, pouvoir, savoir,vouloir
LEXIQUE : Commander et commenter sur un plat de la carte,les aliments, les services, les moyens depaiement
PRODUCTION ORALE : Jeu de rôle – au restaurant (entre vous et le garçon)
PRODUCTION ECRITE : faire une comparaison avec la carte française et indienne

Unit - V   **(12 hours)**

TITRE:TOUT LE MONDE S'AMUSE/ LES ADOS AU QUOTIDIEN

GRAMMAIRE : les adjectifs démonstratifs, le pronom indéfini on, le futur proche, le passé composé, les verbes en –yer, voir et sortir

LEXIQUE : connaitre les marques connues sur les vêtements, les sorties, situer dans le temps, les vêtements et les accessoires

PRODUCTION ORALE : décrire une tenue

PRODUCTION ECRITE : écrire une lettre amicale, une carte postale

Book for Study

P.Dauda,L.Giachino and C.Baracco, *Generation A1*, Didier, Paris 2016.

Books for Reference

1. J.Girardet and J.Pecheur, *Echo A1*, CLE International, 2ᵉedition,2017
2. Régine Mérieux and Yves Loiseau, *Latitudes A1*, Didier, 2012.
3. Isabelle Fournier, *Talk French*, Goyal Publishers, 2011

Web Resources

1. https://www.frenchtoday.com/blog/french-verb-conjugation/french-reflexive-verbs-list-exercises/
2. https://www.fluentu.com/blog/french/french-subject-pronouns/
3. https://grammarist.com/french/french-partitive-article/
4. https://www.talkinfrench.com/guide-french-food-habits/
5. https://www.fluentu.com/blog/french/talking-about-clothes-in-french/

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course			Hours	Credits
II	21UFR21GL02		FRENCH – II			4	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos

Course Outcomes (COs)	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	Mean Score of Cos
CO–1	3	3	3	3	1	3	1	2	2	2	2.2
CO–2	2	1	2	3	2	3	1	2	2	2	2.0
CO–3	3	2	3	2	2	3	3	1	3	2	2.4
CO–4	3	2	2	1	3	3	3	1	1	3	2.2
CO–5	2	1	2	2	3	3	3	2	2	2	2.2
Mean overall Score											**2.2 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
II	**21UHI21GL02**	**HINDI - II**	**4**	**3**

CO No.	CO–Statements On successful completion of the course, students will be able to	Cognitive Levels (K –Levels)
CO -1	Find out the Terms & Expressions related to letter writing	**K1**
CO -2	Explain the works of Hindi writers	**K2**
CO -3	Complete the sentences in Hindi using basic grammar	**K3**
CO -4	Analyze the social & political conditions of Devotional period in Hindi Literature	**K4**
CO -5	Justify the human values stressed on the works of the following authors "Premchand, Nirala, etc."	**K5**

Unit - I (12 Hours)

Kafan
Letter Writing - Chutti Patra
Bakthikal - Namakarn
Sarkari kariyalayom ka naam

Unit - II (12 Hours)

Baathcheeth - Dookan mein
kriya
Letter Writing - Rishthedarom ko patra
Bakthikal - Samajik Paristhithiyam

Unit - III (12 Hours)

Vah Thodthi patthar
Adverb
Letter Writing - Naukari keliye Avedan Patra
Bakthikal - Sahithyik Paristhithiyam

Unit - IV (12 Hours)

Mukthi
Samas
Letter Writing - Kitab Maangne Keliye Patra
Bakthikal -   Salient Features, Main Divisions

Unit - V **(12 Hours)**
   Anuvad - 2
   Sandhi
   Letter writing - Nagarpalika ko Patra
   Bakthikal - Visheshathayem

Books for Study
1. Viswanath Tripaty, *Kuchh Kahaniyan*, Rajkamal Prakashan Pvt. Ltd, New Delhi, 2018.
   Unit-I   *Chapter 1*
2. M.kamathaprasad Gupth, *Hindi Vyakaran*, Anand Prakashan, Kolkatta, 2020.
   Unit-II, III and IV   *Chapter 2*
3. Dr.Sadananth Bosalae, *kavya sarang*, Rajkamal Prakashan, New Delhi, 2020.
   Unit-V   *Chapter 4*

Books for Reference
1. Adhunik Hindi Vyakaran our Rachana, bharati bhawan publishers & distributors, 2018.
2. Acharya ramchandra shukla, Hindi Sahitya Ka Itihas, Prabhat Prakashan, 2021.
3. Krishnakumar Gosamy, Anuvad vigyan ki Bhumika, Rajkamal Prakashan, 2016.
4. Aravind Kumar, Sampoorna Hindi Vyakaran our Rachana, Lucent publisher, 2019.
5. Lakshman prasad singh, Kavya ke sopan, Bharathy Bhavan Prakashan, 2017.

Web Resources
1. https://youtu.be/tE2RHQcqlbI
2. https://youtu.be/Xxvco3qa284
3. https://youtu.be/1z8x95IFGi4
4. https://youtu.be/CBMYf8NRLW4
5. https://youtu.be/h31tMLeFtHs

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code	Title of the Paper								Hours	Credits
II	**21UHI21GL02**	**HINDI - II**								**4**	**3**
Course Outcomes↓	**Programme Outcomes (PO)**					**Programme Specific Outcomes (PSO)**					**Mean Scores of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO-1	2	3	3	2	2	3	3	3	2	2	2.5
CO-2	1	3	1	2	2	3	3	3	2	3	2.3
CO-3	3	2	3	2	2	3	2	3	2	2	2.4
CO-4	2	3	3	1	3	2	3	2	1	2	2.2
CO-5	3	2	2	2	3	2	3	2	3	2	2.4
									Mean Overall Score		**2.36 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
II	21USA21GL02	SANSKRIT - II	4	3

CO No.	CO–Statements On successful completion of the course, the student will be able to	Cognitive Levels (K –Levels)
CO-1	remembering names of different objects , remembering different verbal forms and sandhi.	K1
CO-2	contrast different verbal forms Explain good sayings , Relate good saying to life.	K2
CO-3	apply and build small sentences.	K3
CO-4	analyze different forms of Verbs and nouns.	K4
CO-5	appreciate subhashitas and Sanskrit poetry Expand Sanskrit vocabulary.	K5

Unit - I   (12 Hours)

Asmath usmath tat kim (MFN)

Unit - II   (12 Hours)

Sandhi Niyamaaha Abuyaasha (Guna , Visarga , Dirgha , Vrddhi)

Unit - III   (12 Hours)

Lang lakaaraha Kriyapadaani

Unit - IV   (12 Hours)

Raguvamsaha Pratama sargaha   (1 –15)

Unit - V   (12 Hours)

Suvachana Prayogha

Book for Study
SARALASAMKRITHAM SIKSHA, 2020 , K.M Saral sankrit Balabodh , Bharathiys Vidya
Bhavan , Munshimarg Mumbai – 400007, 2018

Books for Reference

1. Paindrapuram Ashram , Srirangam – 620006 Gopalavimshanthi 2019
2. R.S.Vadhyar & Sons book Kulapthy , K.M Saral sankrit Balabodh , Bharathiys Vidya
    Bhavan , Munshimarg Mumbai – 400007, 2018

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code	Title of the Course									Hours	Credit
II	21USA21GL02	SANSKRIT -II									4	2
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5		
CO-1	2	1	3	2	2	2	3	3	2	1	2.1	
CO-2	3	2	3	2	2	3	2	3	3	2	2.5	
CO-3	2	2	3	2	2	2	2	3	3	1	2.1	
CO-4	3	2	3	3	1	2	3	3	3	1	2.4	
CO-5	3	2	2	2	3	2	2	3	3	1	2.3	
Mean Overall Score											2.28	
Result											# High	

Semester	Course Code	Title of the Course	Hours	Credits
II	**21UEN22GE02**	**GENERAL ENGLISH - II**	**5**	**3**

CO No.	CO-Statements	Cognitive Levels (K- Levels)
	On successful completion of this course, students will be able to	
CO-1	remember the use of suitable punctuation marks in appropriate places	**K1**
CO-2	describe their pictures with appropriate expressions	**K2**
CO-3	infer meaning from the given context	**K3**
CO-4	analyse real-life situations and ask open-ended questions	**K4 & K5**
CO-5	use polite expressions in appropriate ways	**K6**

Unit-I   (15 Hours)
01. Education Word Grid
02. Reading Problems and Solutions
03. Syllabification
04. Forms for Expressing Quality
05. Expressing Comparison
06. Monosyllabic Comparison
07. Di/polysyllabic Comparison
08. The Best Monosyllabic Comparison
09. The Best Di/Polysyllabic Comparison
10. Practising Quality Words

Unit –II   (15 Hours)
11. Wh Words
12. Yes/No Recollection
13. Unscramble Wh Questions
14. Wh Practice
15. Education and the Poor
16. Controlled Role Play
17. Debate on Education
18. Education in the Future
19. Entertainment Word Grid
20. Classify Entertainment Wordlist
21. Guess the Missing Letter
22. Proverb-Visual Description
23. Supply Wh Words
24. Rearrange Questions
25. Information Gap Questions

Unit-III (15 Hours)

26. Asking Questions
27. More about Actions
28. More about Actions and Uses
29. Crime Puzzle
30. Possessive Quiz
31. Humourous News Report
32. Debate on Media and Politics
33. Best Entertainment Source

Unit-IV (15 Hours)

34. Career Word Grid
35. Job-Related Wordlist
36. Who's Who?
37. People at Work
38. Humour at Workplace
39. Profession in Context
40. Functions and Expressions
41. Transition Fill-in
42. Transition Word Selection
43. Professional Qualities
44. Job Procedures
45. Preparing a Resume
46. Interview Questions
47. Job Cover Letter Format
48. Emailing an Application
49. Mock Interview

Unit-V (15 Hours)

50. Society Word Grid
51. Classify Society Wordlist
52. Rearrange the Story
53. Storytelling
54. Story Cluster
55. Words Denoting Time
56. Expressing Time
57. What Can You Buy?
58. Noise Pollution
59. Positive News Headlines
60. Negative News Headlines
61. Matching Conditions
62. What Would You Do?
63. If I were Elected
64. My Dream Country

Book for Study

Joy, J.L. & Peter, F.M. *Let's Communicate 2*, New Delhi: Trinity Press, 2014.

Books for Reference

1. Ahrens, Sönke. *How to Take Smart Notes: One Simple Technique to Boost Writing, Learning and Thinking*. New York: CreateSpace, 2017.
2. Aspinall, Tricia. *Test Your Listening.* London: Pearson, 2002.
3. Bailey, Stephen. *Academic Writing: A Practical Guide for Students*. New York: Routledge, 2004'
4. Fitikides, T.J. *Common Mistakes in English* (6th ed.). London: Longman, 2002
5. Wainwright, Gordon. *How to Read Faster and Recall More: Learn the Art of Speed Reading with Maximum Recall* (3rd ed.). Oxford: How to Books, 2007.

Web Resources

1. https://learnenglish.britishcouncil.org/
2. https://oneminuteenglish.org/en/best-websites-learn-english/
3. https://www.dailywritingtips.com/best-websites-to-learn-english/

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code		Title of the Course					Hours	Credits
II	21UEN22GE02		GENERAL ENGLISH - II					5	3

Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO-1	2	3	2	2	3	2	3	2	3	2	2.4
CO-2	2	2	3	2	3	3	2	3	2	2	2.3
CO-3	2	3	2	3	2	2	3	2	3	2	2.4
CO-4	2	2	3	2	3	3	2	3	2	3	2.5
CO-5	2	2	2	3	2	2	2	3	2	2	2.2
								Mean Overall Score			2.36 (High)

Semester	Course Code	Title of the Course	Hours	Credits
II	21UCC23CC03	**CORE-3:** **BUSINESS ACCOUNTING**	6	3

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	know the concept and gain knowledge on valuation of shares and goodwill	K1
CO–2	understand the legal requirements of banking accounts in a company	K2
CO–3	manipulate the accounting entries of mergers and acquisition as an entrepreneur	K3
CO–4	compute balance sheet in a company to know the financial position	K3
CO–5	analyze the causes for liquidation of companies to ensure sustainable environment	K4

Unit – I (18 Hours)

Shares and debentures – issue – Application - Allotment – Calls – in - arrears and Calls – in – advance - Redemption of shares and debentures

Unit – II (18 Hours)

Company Final Accounts – Computation of Managing directors remuneration - Preparation of Profit and Loss appropriation account - Preparation of Final accounts: Profit and Loss account and Balance sheet.

Unit – III (18 Hours)

Amalgamation- In nature of merger-In nature of purchase-Net asset method-Net payment method - Absorption**:** Net asset method-Net payment method-Intrinsic Value method. External Reconstruction**:** Lump sum purchase price-Net payment method-Inter Company Holdings.

Unit – IV (18 Hours)

Holding Company**:** Preparation of consolidated balance sheet – cost of control – Pre-acquisition reserves and profits – Post-acquisition profits – Minority interest – Revaluation of assets and liabilities – Liquidation of company**:** Statement of affairs – Liquidator's final statement of account.

Unit – V (18 Hours)

Banking Company accounts**:** Legal requirements – Accounting treatments – Income recognition – Asset classification – Provisions on bills discounted – Preparation of profit &

loss a/c and balance sheet. Insurance Company accounts**:** Revenue account - Profit and Loss account - Profit and Loss appropriation account and Balance sheet.

Book for Study
S.P. Jain and K.L.Narang *(Volume I & II)***,** *Corporate Accounting*, Sixth Edition, Kalyani Publications, India.

Books for Reference
1. Dr.S.M.Shukla, Dr.K.L.Gupta, *Corporate Accounting*, Fifty Second Edition, SahityaBhawan Publication, India, 2018.
2. Bhushan Kumar Goyal, *Basic corporate Accounting (B.Com), Sixth Edition,* Taxmann Publications, India, 2020.
3. R.L. Gupta, M.Radhaswamy, *Advanced Accountancy*, Seventeenth Edition, Sultan Chand Sons, India, 2018.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours		Credits
II	**21UCC23CC03**		**CORE-3: BUSINESS ACCOUNTING**				**6**		**3**
Course Outcomes (COs)	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of Cos**
	PO–1	**PO–2**	**PO–3**	**PO–4**	**PO–5**	**PSO–1**	**PSO–2**	**PSO–3**	**PSO–4**	**PSO–5**	
CO–1	3	2	3	2	1	3	2	2	2	1	2.1
CO–2	2	3	3	3	1	3	3	2	2	1	2.3
CO–3	1	3	3	3	1	2	3	3	2	2	2.3
CO–4	1	2	3	3	1	2	3	3	2	2	2.2
CO–5	1	3	3	2	1	2	3	3	1	3	2.2
Mean overall Score											**2.22 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
II	21UCC23CC04	CORE – 4: WEB GRAPHICS	3	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	know the concepts of multimedia	K1
CO–2	understand the animations, tweening and interactive elements of GIMP, Synfig and Inkscape	K2
CO–3	design the shapes using the tools	K3
CO–4	build a presentation using multimedia tools	K3
CO–5	analyze and develop animations with various multimedia packages	K4

Unit – I **(9 Hours)**

Multimedia: Definition – Components of Multimedia – Multimedia: past and present - Mu1timedia Software Tools - Multimedia in the Future.

Unit – II **(9 Hours)**

GIMP Environment: Getting Started: GIMP basics-Screen Layout-Dockable Dialogs-Tool box-Single Window Interface-Image Handling Basics-Opening an image-Maximizing an image- Scanning-Image window menus-Zooming-Saving an Image.

Unit – III **(9 Hours)**

Working with Images-resizing an Image-Cropping an Image-Adding a frame with Filters-using Layers-Drawing in GIMP-Printing with GIMP.

Unit – IV **(9 Hours)**

Synfig: Introduction-Getting Started-Animation Basics-Working with Layers-Creating Shapes-Animating Shapes-Masking.

Unit – V **(9 Hours)**

INKSCAPE: Installation - Quick Start: Opening a new document - creating shapes - changing shape options - Saving Graphics - Features: Paths - combining Shapes -Text tools and Text Styles - using drop shadow and reflections – layers - Importing and Embedding images.

Books for Study

1. Ze-Nian Li and Mark S. Drew (2004) *Fundamentals of Multimedia*, 1ˢᵗ Edition, Prentice-Hall, US
   Unit -I *Chapter 1 (1.1-1.4)*
2. Olivier Lecarme and Karine Delvare (2013) *The Book of GIMP*, 1ˢᵗ Edition, William Pollock, San Francisco.
   Unit-II *Chapter 1 (1.1-1.2),* **Unit-III** *Chapter 1 (1.3)*

3. Synfig Community (2021). *Synfig Documentation*, Release 1.4.0.
   Unit-IV *Chapter 2 (2.1-2.8)*
4. Bethany Hiitola (2011*). Inkscape Starter*, 1st Edition, Packt Publishing Limited, UK.
   Unit-V *Chapter 1(1.1-1.3)*

Books for Reference
1. Fred Halsall (2001). *Multimedia Communications: Applications, Networks, Protocols, and Standards*, 1st Edition, Pearson Education, Inc.
2. Jason Van Gumster and Robert Shimonski (2010) *GIMP Bible*, 1st Edition, Wiley.
3. Jesse Russell, Ronald Cohn,(2012*). Synfig*, 1st Edition, Book on Demand, India.
4. Bethany Hiitola (2012). *Inkscape Beginner's Guide*, 1st Edition, PacktPublishing, UK

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours	Credits
II	**21UCC23CC04**		**CORE – 4:** **WEB GRAPHICS**				**3**	**2**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	**PO–2**	**PO–3**	**PO–4**	**PO–5**	**PSO–1**	**PSO–2**	**PSO–3**	**PSO–4**	**PSO–5**	
CO–1	2	2	2	2	2	3	3	2	2	2	2.2
CO–2	3	2	3	2	2	3	2	3	2	1	2.3
CO–3	2	3	3	2	2	2	3	3	2	2	2.4
CO–4	3	3	3	2	2	3	3	3	1	2	2.5
CO–5	2	3	3	1	2	2	3	3	2	2	2.3
Mean overall Score											**2.34 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
II	21UCC23CP02	**SOFTWARE LAB – II WEB GRAPHICS**	2	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	gain the knowledge related to animation and multimedia	**K1**
CO–2	understand to work with animations, tweening and interactive elements	**K2**
CO–3	analyze and Design the images using multimedia tools	**K3**
CO–4	adopt skills to make multimedia applications	**K3**
CO–5	develop animations with various multimedia packages	**K4**

Exercises

GIMP

1. Cropping images using Marquee and Lasso Tools

2. Working with images using Paint Tools

2. Designing Text using Text Tools

3. Applying Layer Effects to Images and Texts

4. Designing Employee or Student ID card

SYNFIG

1. Creation of animation for bouncing a ball

2. Creation of animation for making wheel role

3. Creation of a web banner with simple animation

4. Developing a slide show of photos with transitions

Inkscape

1. Creation of Logo

2. Creation of Banner

3. Creation of Diagram

4. Creation of poster

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course			Hours	Credits
II	21UCC23CP02		SOFTWARE LAB – II WEB GRAPHICS			2	2

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	2	1	2	1	3	2	1	2	2.0
CO–2	2	2	2	2	1	3	3	3	2	2	2.2
CO–3	2	3	3	2	2	2	3	3	2	2	2.4
CO–4	3	2	3	1	2	3	3	3	2	1	2.3
CO–5	2	3	3	1	2	2	3	3	2	1	2.2
Mean overall Score											2.22 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
II	**21UCC23AC02**	**ALLIED – 2 : MODERN MARKETING**	**6**	**4**

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	understand the conceptual framework of modern marketing	**K1**
CO–2	examine the concept of product development and pricing and Product Life Cycle	**K2**
CO–3	analyses and identify the various levels of distribution in marketing and the role of adversity	**K3**
CO–4	reflect and enumerate on the needs of marketing research and its importance in decision making	**K4**
CO–5	importance of sale promotion in marketing and interpret the various types of sales promotion program and Digital Marketing	**K4**

Unit – I (18 Hours)

Marketing : Introduction - Features – Classifications - Importance - Types – Functions – Process – Concepts - Market orientation - Performance marketing.

Unit – II (18 Hours)

Market Segmentation and Consumer Behaviour: Importance of Market segmentation - Bases - target marketing strategies. – Behaviour analysis - Buying motives – Classifications - Rational - Inherent Learned, Emotional and patronage - Factors - Buying decision process.

Unit – III (18 Hours)

Product Management, Advertising and Personal Selling: Product - Product mix - Product Life cycle- - Factors affecting PLC. New product development - stages - Bureau of Indian Standards (BIS) and Agricultural Marketing (AGMARK) - Food Safety and Standards Authority of India (FSSAI) mark. Advertising – Branding – Packaging and Labeling – Publicity - Media selection - New media of Advertising - Attention, Interest, Desire, and Action (AIDA) and Defining Advertising Goals for Measured Advertising Response (DAGMAR) - Personal selling – Nature - Significance – Scope.

Unit – IV (18 Hours)

Marketing of Services and Rural Marketing: Importance - Characteristics of services- Goods Vs services - 7Ps: Product, Place, Price, Promotion, Physical Evidence, People, and Processes - Marketing mix. Rural marketing: features - causes of rural marketing - Marketing Mix for rural marketing.

Unit – V **(18 Hours)**

New Horizons in Marketing: Direct marketing: Nature - Scope – Advantages - Forms of direct marketing - Database marketing- Tele marketing - Tele shopping- Multi level marketing. Online and Digital marketing: Importance - Benefits - Limitations - Problems of online marketing in India - concept - Role - Green Marketing: Importance –Fundamental requirements – Problems.

Books for Study

R.S.N. Pillai and Bhagavathi, *Marketing Management*, S. Chand Publishing, 2012

Books for Reference

1. Philip T. Kotler, Gary Armstrong, (2018) *Principles of Marketing*, Prafulla Agnihotri, Pearson Publications, 2018
2. B.S. Raman, *Modern Marketing* by United Publishers.2016.
3. J.N. Jain and P.P Singh, *Modern Marketing Management*, Regal Publications 2007.
4. Rajan Saxena, *Marketing Management*, Tata McGraw Hill.2009.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours	Credits
II	21UCC23AC02		ALLIED – 2 : MODERN MARKETING				6	4

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	2	3	3	2	2	2	3	3	2	2.4
CO–2	3	3	2	2	2	3	3	2	2	2	2.4
CO–3	2	2	2	3	2	2	2	2	3	2	2.2
CO–4	3	3	3	2	3	3	3	3	2	3	2.8
CO–5	2	3	2	3	3	3	2	2	3	3	2.6
Mean overall Score											2.48 (High)

Semester	Course Code	Title of the Course	Hours	Credits
II	**21UHE24AE02**	**Environmental Studies**	**2**	**2**

CO No.	CO - Statements	Cognitive Levels (K –Levels)
	On Completion of this course, the graduates will be able to:	
CO-1	identify the concepts related to the environmental global scenario	**K1**
CO-2	comprehend the natural resources and environmental organizations	**K2**
CO-3	apply the acquired knowledge to sensitize individuals and public about the environmental crisis	**K3**
CO-4	analyze the causes and changes in the structure of biodiversity	**K4**
CO-5	enhance their skills in the society by solving the environmental problems and preserving nature by the acquired knowledge	**K5**

Unit I Introduction to Environmental Studies (6 Hours)
Introduction – Scope and Importance – Subsystems of Earth – Various recycling Methods – Environmental Movements in India – Eco- Feminism – Public awareness – Suggestions to conserve environment

Unit II Natural Resources (6 Hours)
Food Resources – Land Resources – Forest resources – Mineral Resources – Water Resources – Energy Resources

Unit III Ecosystems, Biodiversity and Conservation (6 Hours)
General structure of ecosystem - Functions of Ecosystem - Energy flow and Ecological pyramids – Levels of Biodiversity - Hot spots of Biodiversity - Endangered and Endemic Species - Value of Biodiversity - Threats to Biodiversity - Conservation of Biodiversity

Unit IV Environmental Pollution (6 Hours)
Air Pollution – Water Pollution – Oil Pollution – Soil Pollution – Marine Pollution – Noise Pollution - Thermal Pollution – Radiation Pollution

Unit VEnvironmental Organizations and Treatise (6 Hours)
United Nations Environment Program (UNEP) - International treaties on Environmental protection - Ministry of Environment, Forest and Climate Change - Important National Environmental Acts and rules– Environmental Impact Assessment.

Books for Study
Department of Human Excellence, *Environmental Studies*, St. Joseph's College, Tiruchirappali-02, 2021.

Books for Reference
1. Rathor, V.S. and Rathor B. S. *Management of Natural Resources for Sustainable Development*. New Delhi: Daya Publishing House, 2013.
2. Sharma P.D,*Ecology and Environment*, 8 ed., Meerut: Rastogi Publications, 2010.
3. Agrawal, A and C.C. Gibson. *Introduction: The Role of Community in Natural Resource*

4. *Conservation.* NJ: Rutgers University Press, 2001.
Web Sources

https://www.unep.org/. Accessed 05 Mar. 2021.
http://moef.gov.in/en/ Accessed 05 Mar. 2021.
https://www.ipcc.ch/reports/. Accessed 05 Mar.2021.

Semester	Course Code	Title of the Course	Hours	Credits
II	21UHE14VE02	**TECHNIQUES OF SOCIAL ANALYSIS: FUNDAMENTALS OF HUMAN RIGHTS**	2	1

CO No.	CO - Statements	Cognitive Levels (K –Levels)
	On completion of this course, the graduates will be able to:	
CO-1	identify the importance and the values of human rights	**K1**
CO-2	understand the historical background and the development of Human Rights and the related organizations	**K2**
CO-3	apply the provisions of National and International human rights to themselves and the society	**K3**
CO-4	analyse the violations of human rights to the marginalized section in the society	**K4**
CO-5	animate the people to involve in the struggles and activities of the human rights organizations	**K5**

Unit-I Human Rights - An Introduction (6-Hours)
Introduction- Classification of Human Rights- Scope of Human Rights-Characteristics of Human Rights-NHRC-SHRC- Challenges for Human Rights in the 21stCentury.

Unit-II Historical Development of Human Rights (6-Hours)
Human Rights in Pre-World War Era- Human Rights in Post-World War Era- Evolution of International Human Rights Law - the General Assembly Proclamation- Institution Building, Implementation and the Post- Cold War Period. The ICC.

Unit-III India and Human Rights (6-Hours)
Introduction-Classification of Fundamental Rights-Salient Features of Fundamental Rights- and Fundamental Duties.

Unit-IV Human Rights of Women and Children (6-Hours)
Women's Human Rights- Issues related to women's rights - and Rights of Women's and Children

Unit-V Human Rights Violations and Organizations (6-Hours)
Human Rights Violations - Human Rights Violations in India - the Human Rights Watch Report, January 2012- Human Rights Organizations.

Books for Study
The Department of Human Excellence, *Techniques of Social Analysis: Fundamentals of Human Rights*, St. Joseph's college, Tiruchirappalli -02, 2021.

Books for Reference
1. Venkatachalem. Dr.*The Constitution of India,Salem:Giri Law House,* 2005.

2. NaikVarunand Mukesh Shany. *Human rights education and training*, New Delhi:crescent Publishing Corporation, 2011.
3. BhathokeNeera. *Human Rights content and extent,*New Delhi: swastika publications, 2011.

Web Sources:
htttps://www.un.org/en/universal-declaration-human-rights/. Accessed 05 Mar. 2021.
https://www.ilo.org/global/lang--en/index.htm. Accessed 05 Mar. 2021.
https://www.amnesty.org/en/. Accessed 05 Mar. 2021.

Semester	Course Code	Title of the Course	Hours	Credits
III	21UTA31GL03	General Tamil - III	4	3

CO No.	CO- Statement	Cognitive Level (K- level)
	இப்பாடத்தின் நிறைவில் மாணவர்கள்	
CO-1	சங்க இலக்கிய வகைகளை நினைவுகூருவர்	K 1
CO-2	இலக்கியத்தினை நுட்பமாக அறிதலின் வழியாக ஆற்றுப்படுத்தும் திறன் பெறுவர்	K 2
CO-3	இலக்கிய அறநெறிகளைத் தற்கால வாழ்வியலில் பயன்படுத்தும் திறன் பெறுவர்	K 3
CO-4	அகம் மற்றும் புற இலக்கியத் திணை, துறைகளைப் பகுத்தாராய்வர்	K 4
CO-5	யாப்பு, அணி இலக்கண நுட்பங்களை இலக்கியங்களில் மதிப்பிடுவர்	K 5

அலகு - 1 (12 மணிநேரம்)

பொருநராற்றுப்படை (முழுமையும்)

அலகு - 2 (12 மணிநேரம்)

நற்றிணை - 5 பாடல்கள் - (1, 19, 21, 70, 148)
ஐங்குறுநூறு - அன்னாய் வாழிப்பத்து.
யாப்பிலக்கணம் - வெண்பா, ஆசிரியப்பா

அலகு - 3 (12 மணிநேரம்)

கலித்தொகை - (குறிஞ்சிக்கலி- 62, பாலைக்கலி -22, மருதக்கலி- 87, நெய்தற்கலி-149, முல்லைக்கலி - 116)
இலக்கிய வரலாறு - முதற்பாகம் ('தமிழ் மொழியின் தொன்மையும் சிறப்பும்' முதல் 'சங்க தொகை நூல்கள்' முடிய),
புதினம் - குடும்ப அட்டை (2022-2023)

அலகு - 4 (12 மணிநேரம்)

பதிற்றுப்பத்து - 3 பாடல்கள் (14, 32, 61)
புறநானூறு - 5 பாடல்கள் (95, 121, 130, 204, 279)
அணியிலக்கணம்

அலகு - 5 (12 மணிநேரம்)

திருக்குறள் - புறங்கூறாமை, பழமை, புலவி நுணுக்கம் ஆகிய அதிகாரங்கள்
திரிகடுகம் - 5 பாடல்கள் (2, 6, 12, 15, 42)

இலக்கிய வரலாறு - சங்க இலக்கியங்களின் தனித்தன்மைகள் முதல் இரட்டைக் காப்பியங்கள் முடிய

பாடநூல்கள் :

1. **பொதுத்தமிழ்** செய்யுள் திரட்டு, தமிழாய்வுத்துறை வெளியீடு, தூய வளனார் கல்லூரி, திருச்சிராப்பள்ளி-2, முதற்பதிப்பு, 2021

2. *சமூகவியல் நோக்கில் தமிழிலக்கிய வரலாறு,* தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி, பத்தாம் பதிப்பு, 2017

3. **புதினம்** (ஒவ்வொரு கல்வியாண்டிற்கும் ஒவ்வொரு புதினம்)

2022 – 2023 கல்வியாண்டுக்கு மட்டும் : வீ.செந்தில் குமார், **குடும்ப அட்டை,** தாமரை பப்ளிகேஷன்ஸ் பிரைவேட் லிமிடெட், சென்னை, முதற்பதிப்பு, 2009

Semester	Course Code	Title of the Course									Hours	Credit
III	21UTA31GL03	General Tamil - III									4	3
Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs	
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5		
CO-1	3	2	2	3	2	3	2	3	3	2	2.5	
CO-2	2	2	2	3	3	2	2	3	3	2	2.4	
CO-3	3	3	2	3	3	2	2	3	3	3	2.7	
CO-4	3	2	2	3	2	3	2	3	2	3	2.5	
CO-5	2	3	2	3	2	3	2	3	2	3	2.5	
Mean Overall Score											2.52 (High)	

Semester	Course Code	Title of the Course	Hours	Credits
III	21UFR31GL03	FRENCH – III	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	relate colours, materials and shapes to the french clothing.	K1
CO–2	select appropriate prepositions in giving directions.	K2
CO–3	construct a text in present tense using different verbs.	K3
CO–4	examine the travel manners and celebrations of the French.	K4
CO–5	justify the usage of past tense in a biography.	K5

Unit – I (12 hours)
TITRE:VIVRE LAVILLE
GRAMMAIRE : la comparaison, les prépositions avec les noms géographiques, les pronoms personnels COI, le pronom y (le lieu)
LEXIQUE : se repérer sur un plan de ville, la ville, les lieux de la ville
PRODUCTION ORALE : demander et indiquer une direction dans un dialogue
PRODUCTION ECRITE : décrire votre ville natale, créez les affiches en appréciant votre ville

Unit - II (12 hours)
TITRE:VISITER UNE VILLE
GRAMMAIRE : la position des pronoms compléments, les verbes du premier groupe en
 – ger et – cer, les verbes ouvrir et accueillir
LEXIQUE : dire les informations sur une ville de votre choix, les transports, les points cardinaux, les prépositions de lieu
PRODUCTION ORALE : Indiquer le chemin
PRODUCTION ECRITE : Demander des renseignements touristiques

Unit - III (12 hours)
TITRE:ON VEND OU ON GARDE
GRAMMAIRE : la formation du pluriel, les adjectifs de couleurs, l'adjectif beau, nouveau,vieux
LEXIQUE : savoir comment s'habiller des grandes occasions, les couleurs, les formes, les matériaux
PRODUCTION ORALE : comprendre une présentation de catalogues vestimentaires en France
PRODUCTION ECRITE : adresser des souhaits à quelqu'un

Unit - IV (12 hours)
TITRE:VENTES D'AUTREFOIS, VENTES D'AUJOURD'HUI
GRAMMAIRE : les pronoms relatifs qui et que, l'imparfait, les verbes connaitre, écrire,

mettre et vendre, la question avec inversion

LEXIQUE : comprendre la description de personnes dans un extrait de roman, les mesures, l'informatique

PRODUCTION ORALE : imaginez un dialogue avec un personnage célèbre. Utilisez l'inversion.

PRODUCTION ECRITE : écrire une biographie en utilisant les pronoms relatifs

Unit- V   **(12 hours)**

TITRE:FELICITATIONS ! / ON VOYAGE!

GRAMMAIRE : les pronoms démonstratifs, les articles : particularités, les pronoms interrogatifs variables : lequel, les adverbes de manières, les verbes recevoir et conduire

LEXIQUE : les moyens de transports, les voyages, les fêtes, l'aéroport et l'avion, la gare et le train, l'hôtel

PRODUCTION ORALE : Présenter ses vœux

PRODUCTION ECRITE : Faire une réservation

Book for Study

P.Dauda,L.Giachino and C.Baracco, *Generation A2*, Didier, Paris 2016.

Books for Reference

1. J.Girardet and J.Pecheur, *EchoA2*, CLE International, 2ᵉedition,2017
2. Régine Mérieux and Yves Loiseau, *Latitudes A2*, Didier, 2012.
3. Isabelle Fournier, *Talk French*, Goyal Publishers, 2011

Web Resources

1. https://francais.lingolia.com/en/grammar/prepositions
2. https://www.lawlessfrench.com/grammar/present-tense/
3. https://www.thoughtco.com/textures-french-adjectives-and-expressions-1368980
4. https://study.com/academy/lesson/past-tense-in-french.html
5. https://absolutely-french.eu/french-celebrations/?lang=en

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours		Credits
III	**21UFR31GL03**		**FRENCH – III**				**4**		**3**
Course Outcomes (COs)	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Score of Cos**
	PO1	**PO2**	**PO3**	**PO4**	**PO5**	**PSO1**	**PSO2**	**PSO3**	**PSO4**	**PSO5**	
CO–1	2	1	2	2	3	2	3	1	2	3	2.1
CO–2	3	2	3	3	1	2	1	2	2	3	2.2
CO–3	2	1	3	2	2	3	1	3	2	2	2.1
CO–4	3	1	3	2	3	3	3	1	2	3	2.4
CO–5	3	2	3	2	2	3	3	2	2	1	2.3
Mean overall Score											**2.22 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
III	21UHI31GL03	HINDI - III	4	3

CO No.	CO–Statements On successful completion of the course, students will be able to	Cognitive Levels (K –Levels)
CO-1	find out the dialects of Hindi language.	K1
CO-2	compare the poems of Sumithra Nandanpanth, Prasad & Bachan in Context with their experience of life.	K2
CO-3	illustrate the importance given to family ethics by the youth in the modern period according to "Bahoo Ki vidha" One Act play.	K3
CO-4	categorize the poetics in some selective poems.	K4
CO-5	justify the social & political conditions of Devotional period in Hindi Literature.	K5

Unit - I (12 Hours)

    Tera sneh na khooon
    Samband Bodak
    Reethikal - Namakarn
    Tense

Unit - II (12 Hours)

    Himadri Thung Sring Se
    Paribakshik shabdavali
    Samuchaya Bodak
    Reethikal - Samajik Paristhithiyam

Unit - III (12 Hours)

    Insan our Kuthae
    Vismayadi Bodak
    Reethikal - Sahithyik Paristhithiyam
    Reethikal - Salient Features

Unit - IV (12 Hours)

    Shokgeeth
    Avikary shabdh
    Reethikal -   Main Divisions
    Social media and modern world

Unit - V (12 Hours)

    Reethikal - Visheshathayem
    Anuvad – 3
    Bahoo ki vidha (one act play)

Books for Study

1. Dr. Sanjeev Kumar Jain, Anuwad: Siddhant Evam Vyavhar, Kailash Pustak Sadan, Madhya Pradesh, 2019.
   Unit-I *Chapter 1*
2. M. Kamathaprasad Gupth, *Hindi Vyakaran*, Anand Prakashan, Kolkatta, 2020.
   Unit-II, III and IV *Chapter 2*
3. Dr. Sadananth Bosalae*, kavya sarang*, Rajkamal Prakashan, New Delhi, 2020.
   Unit-V *Chapter 4*

Books for Reference

1. Ramdev, Vyakaran Pradeep, Hindi Bhavan, 2016.
2. Lakshman prasad singh, Kavya ke sopan, Bharathy Bhavan Prakashan, 2017.
3. Acharya ramchandra shukla, Hindi Sahitya Ka Itihas, Prabhat Prakashan, 2021.
4. Hindi Niband Sangrah,V&S Publishers, 2015.
5. Krishnakumar Gosamy, Anuvad vigyan ki Bhumika, Rajkamal Prakashan, 2016.

Web Resources

1. https://youtu.be/Xxvco3qa284
2. https://youtu.be/e9wK-pYfVPc
3. https://youtu.be/75tHr53f5_o
4. https://youtu.be/eFNM6y_cpjY
5. https://youtu.be/jHWXWLMxJtw

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code		Title of the Course					Hours	Credits
III	21UHI31GL03		HINDI - III					4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	3	2	3	3	2	3	2	1	3	2	2.4
CO-2	3	2	3	2	2	3	2	3	2	3	2.5
CO-3	3	2	2	3	1	3	2	3	2	3	2.4
CO-4	2	3	3	2	3	2	3	3	2	1	2.4
CO-5	3	2	2	3	3	2	1	3	2	3	2.4
								Mean Overall Score			2.42 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21USA31GL03	SANSKRIT - III	4	3

CO No.	CO–Statements On successful completion of the course, the student will be able to	Cognitive Levels (K –Levels)
CO-1	remember Characters and events of Ramayana.	K1
CO-2	understand social ethics and moral duties.	K2
CO-3	apply the values learnt , in day to day life.	K3
CO-4	analyzing the Vedic Philosophy.	K4
CO-5	evaluate and create new words with upasargas.	K5

Unit - I (12 Hours)

Romodantam , Balakandam (1-15)

Unit - II (12 Hours)

Romodantam , Balakandam (15-30)

Unit - III (12 Hours)

Vedas – Vedangas vivaranam

Unit - IV (12 Hours)

Puranas .Upanishands

Unit - V (12 Hours)

Upasargas , Bhavishyat Kaalah

Book for Study
VEDIC LITERATURE, 2019

Books for Reference

1. Parameshwara, Ramodantam, LIFCO Chennai 2018

2. R.S.Vadhyar & Sons , Book – sellers and publishers , Kalpathu ,Palghat – 678003 , Kerala , south India , History of Sanskrit Literature 2019

3. Kulapathy , K.M Saral Sanskrit Balabodh , Bharathita vidya bhavan , Munshimarg Mumbai – 400 007 2018

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code	Title of the Course								Hours	Credit
III	21USA31GL03	SANSKRIT-III								4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	1	2	2	3	3	3	3	3	2	1	2.3
CO-2	3	3	2	3	3	2	2	3	3	3	2.7
CO-3	3	3	1	3	3	1	1	3	3	3	2.4
CO-4	2	2	1	2	3	2	2	3	2	1	2.0
CO-5	3	3	2	3	2	2	3	3	3	2	2.6
Mean Overall Score											2.4
Result										#	High

Semester	Course Code	Title of the Course	Hours	Credits
III	21UEN32GE03	**GENERAL ENGLISH - III**	5	3

CO No.	CO-Statements	Cognitive Levels (K-Levels)
	On successful completion of this course, students will be able to	
CO -1	recall the meaning of familiar words in different contexts	**K1**
CO-2	comprehend the complex written texts by guessing meaning of unfamiliar words using contextual clues	**K2**
CO-3	use tenses and punctuations appropriately in sentences	**K3**
CO-4	analyse formal and informal letters to rewrite them meaningfully	**K4**
CO-5	compare different genres of writing and construct paragraphs	**K5 & K6**

Unit-I (15 Hours)
1. Suggestions to Develop Your Reading Habit
2. General Writing Skill: Letter Writing – Informal
3. Grammar: Simple Present Tense

Unit-II (15 Hours)
4. The Secret of Success: An Anecdote
5. General Writing Skill: Letter Writing – Formal
6. Grammar: Present Continuous Tense

Unit-III (15 Hours)
7. The Impact of Liquor Consumption on the Society
8. General Writing Skill: Letter to Newspaper
9. Grammar: Simple Past Tense

Unit-IV (15 Hours)
10. Dr. A.P.J. Abdul Kalam: A Short Biography
11. General Writing Skill: Job Application Letter
12. Grammar: Past Continuous Tense

Unit-V (15 Hours)
13. Golden Rule: A Poem
14. General Writing Skill: Circular-Writing
15. Grammar: Simple Future Tense and Future Continuous Tense

Book for Study
Jayraj, S. Joseph Arul et al. *Trend-Setter*: *An Interactive General English Textbook for Undergraduate Students*. Trinity, 2016.

Books for Reference

1. Malkani, Neelam. *A comprehensive Guide on General English for Competitive Exams*. Agra: Oswal Publications, 2020.
2. Jain, B. B. *Compendium General English*. Agra: Upkar Prakashan, 2010.
3. Aggarwal, R.S. *Quick Learning Objective General English*. India: S Chand, 2006.
4. T. Ferrari, Bernard. *Power Listening: Mastering the Most Critical Business Skill of All*. USA: Penguin Publishers, 2012.
5. Barry, Marian. *Steps to Academic Writing*. USA: Cambridge University Press, 2011.

Web Resources

1. https://www.nypl.org/events/classes/english
2. https://www.waywordradio.org/listen/podcast-itunes/?gclid=EAIaIQobChMIrbeRtbP12AIVCYZpCh0-XwnvEAAYAiAAEgLcjvD_BwE
3. https://eltlearningjourneys.com/2015/05/19/websites-for-learning-english/

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code		Title of the Course						Hours	Credits
III	21UEN32GE03		GENERAL ENGLISH - III						5	3
Course Outcomes (COs)	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Scores of COs**
	PO 1	PO 2	PO 3	PO 4	PO 5	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	
CO-1	2	3	2	2	3	2	3	2	3	2	2.4
CO-2	2	2	3	2	3	3	2	3	2	2	2.3
CO-3	2	3	2	3	2	2	3	2	3	2	2.4
CO-4	2	2	3	2	3	3	2	3	2	3	2.5
CO-5	2	2	2	3	2	2	2	3	2	2	2.2
										Mean Overall Score	**2.36 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
III	21UCC33CC05	CORE – 5: MANAGEMENT ACCOUNTING	6	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	differentiate the management accounting with other branches of accounting	K1
CO–2	draw the break event point	K2
CO–3	forecast the need of the business	K3
CO–4	understand the future requirement of the business	K3
CO–5	analyse the periodical financial statements	K4

Unit – I (18 Hours)

Management Accounting - Introduction and scope – Objectives – Relationship between Financial, Cost and Management accounting - Analysis of financial statements; Common size and comparative financial statements , Trend percentages - Accounting ratios.

Unit – II (18 Hours)

Funds flow analysis – Cash flow analysis (AS 3) - Estimation of working capital.

Unit – III (18 Hours)

Capital budgeting – meaning and concepts – capital budgeting process – costs and benefits – appraisal – criteria – Pay back method - Discounted cash flow Techniques – ARR ,IRR method – NPV method.

Unit – IV (18 Hours)

Budgetary control - basic concepts, functional and master budgets - sales, purchase, cash, production, flexible budget – Zero base budgeting.

Unit – V (18 Hours)

Marginal costing and Absorption costing - CVP Analysis – BEP Analysis - Differential cost analysis - Relevant cost analysis - Applications for management decision making

Book for Study
Khan & Jain, *Management Accounting*, Tata McGraw Hill, 6th edition 2013

Book for Reference
Reddy t. S & Hariprasad reddy "*Management Accounting*", Margam Publications Chennai 2015

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course			Hours	Credits
III	21UCC33CC05		CORE – 5: MANAGEMENT ACCOUNTING			6	3

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	2	3	1	3	3	2	2	3	2.4
CO–2	2	3	2	1	2	3	3	2	2	3	2.3
CO–3	2	2	3	2	3	2	3	3	3	3	2.6
CO–4	1	2	2	3	2	2	3	2	2	3	2.2
CO–5	3	2	2	2	3	2	3	2	2	3	2.4
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21UCC33CC06	**CORE – 6: FUNDAMENTALS OF C PROGRAMMING**	3	2

CO No.	**CO–Statements** On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	know the Fundamental concepts of syntax and semantics	**K1**
CO–2	understand the structured programmingandproblem solving techniques	**K2**
CO–3	developing programs in structured manner	**K3**
CO–4	analyze the various problems	**K4**
CO–5	design, implement, test, debug, and document programs	**K4**

Unit – I   **(9 Hours)**

Characterset – Tokens – Keywords and Identifiers – Variables – Data types -   Declaration of variables – Operators: Arithmetic operators – Relational and Logical operators –Assignment operators – Increment and Decrement operators – Conditional operators – Flow chart - Algorithm.

Unit – II   **(9 Hours)**

Control Structures: If else statements – nested if – While statements - Do- While statements- For statements-Switch statements-Break statements.

Unit – III   **(9 Hours)**

Array: One– Dimensional arrays. Character array and Strings: Declaration and initialization – Reading strings from terminal – writing strings to screen – putting two strings together – comparison of two strings – String handling functions.

Unit – IV   **(9 Hours)**

Function: Elements of user defined function – Definition of function - Function calls – Function declaration – Category of function.

Unit – V   **(9 Hours)**

Structure: Accessing structure members – Structure ininitialization –Copying and comparing structure variables – Operations on individual members – Unions – Size of structures.

Book for Study

E. Balagurusammy (2019*). Programming in ANSIC*, 8th edition, Tata McGraw - Hill publishing company Ltd., New Delhi

Books for Reference

1. Suresh K Basendra (2001). *Computers Today*, 1st Edition, Galgotia publication private Ltd., New Delhi.
2. Jane Calabria and Dorothy Burke (1998). *Microsoft Office user Specialist, Power Point 97 Exam Guide*, 1st Edition, PHI New Delhi.
3. Taxali, R.k (1998). *PC Software for WINDOWS Made Simple*, 1st Edition, Tata McGraw–Hill Publishing Company Limited, New Delhi.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours		Credits
III	21UCC33CC06		CORE – 6: FUNDAMENTALS OF C PROGRAMMING				3		2

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	2	1	2	3	1	2	1	2	2.0
CO–2	3	2	3	2	1	3	2	3	2	2	2.3
CO–3	2	1	3	2	2	2	3	1	2	2	2.0
CO–4	3	2	2	1	2	3	3	3	1	2	2.2
CO–5	2	3	3	1	2	2	3	3	2	2	2.4
Mean overall Score											2.18 (Medium)

Semester	Course Code	Title of the Course	Hours/Week	Credits
III	21UCC33CP03	**SOFTWARE LAB – III PROGRAMMING IN C**	2	2

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	gain the Knowledge on control structures	**K1**
CO–2	understand the C Programming Development Environment, Compiling, debugging, linking and Executing the program	**K2**
CO–3	developing C programs in a structured manner	**K3**
CO–4	analyze the problems efficiently	**K3**
CO–5	design, implement, test, debug the programs in C	**K4**

Exercises

1. Simple programs

   a) Program to swap two numbers.

   b) checking of whether a character is vowel or not.

   c) program to find the size of int, char, double and float.

   d) program to check whether a character is an alphabet or not.

   e) C programming code to check whether a number is Armstrong or not.

   f) C programming code to check whether a year is leap year or not.

   g) C program to find the factorial of a given number and whether the number is odd or even.

2. Using Operators and Expressions.

   a) Increment and decrement operators

   b) Bitwise Complement Operator

   c) Arithmetic operator

   d) RelationalOperator

   e) Bitwise operator

   f) Conditional Operator

3. Program using Decision Statements in C.

4. Program using Loop Control Statements in C.

5. C program to Demonstrate

   a) one dimensional arry

b) two dimensional array

6. Program using Strings and Standard String Functions.

7. C Program using function.

8. C Program using Structure and Union.

9. C Program using Union and Structures.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours	Credits
III	21UCC33CP03		SOFTWARE LAB – III: PROGRAMMING IN C				2	2

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	2	1	2	3	1	2	1	2	2.0
CO–2	3	2	3	2	1	3	2	3	2	2	2.3
CO–3	2	1	3	2	2	2	3	1	2	2	2.0
CO–4	3	2	2	1	2	3	3	3	1	2	2.2
CO–5	2	3	3	1	2	2	3	3	2	2	2.4
Mean overall Score											2.18 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
III	21UCC33AO03A	ALLIED OPTIONAL - I ELEMENTS OF MATHEMATICS	6	4

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	have knowledge in indices, logarithms, arithmetic progression, geometric progression, differentiation, integration,matrices, permutations and combinations.	K1
CO–2	understand different techniques available in differentiation,integration and matrices.	K2
CO–3	identify to apply learnt techniques on business problems.	K3
CO–4	illustrate the various learnt techniques with examples.	K4
CO–5	evaluate problems in permutation,combination,differentiation,integration and matrices.	K4

Unit-I   **(18 Hours)**

Indices - positive indices - fractional indices - operations with power functions - logarithms - laws and operations - change of base (simple problems only).

Unit-II   **(18 Hours)**

Permutations – combinations (concepts & simple problems only) - Arithmetic progression - Geometric progression (simple problems only).

Unit-III   **(18 Hours)**

Differentiation of functions of the form $(ax+b)^n$, e^{ax+b}, $\log(ax+b)$ - function of one variable - power function - constant multiple of a function - sum of functions - product of two functions - quotient of two functions - function of functions - maxima and minima of functions of order 2 and 3 (algebraic functions only, trigonometric functions excluded & simple problems only).

Unit-IV   **(18 Hours)**

Integration of functions of the form $(ax + b)^n$, e^{ax+b}, $\log(ax + b)$ - indefinite integral – rules – integration by substitution – integration by parts - integration by partial functions (algebraic functions only, trigonometric functions excluded & simple problems only).

Unit-V   **(18 Hours)**

Matrices – types of matrices – operations on matrices – determinants of order 2 and 3 - Cramer's rule - inverse of a matrix of order 2 and 3 - solving simultaneous equations using matrices and determinants (simple problems only).

Book for Study

D.C. Sanchetti and V.K. Kapoor, *"Business Mathematics"*, Eleventh thoroughly Revised Edition Sultan Chand and Sons, New Delhi, 2002.

Unit-I *Chapter 6 (Sec: 6.1- 6.4; Pages 142-163), Chapter 7 (Sec: 7.1, 7.3; Pages 191-220).*

Unit-II *Chapter 9(Sec: 9.2- 9.11; Pages 302-331), Chapter 12 (Sec: 12.1,12.2 & 12.4, 12.5; Pages 384-395 & 411-424).*

Unit-III *Chapter 17(Sec: 17.1-17.8;Pages645-659), Chapter 17 (Sec: 7.19; Pages703-713).*

Unit-IV *Chapter 18(Sec: 18.1, 18.2, 18.4; Pages 723-736), Chapter 18 18.8, 18.9; Pages 746-757).*

Unit-V *Chapter 20(Sec: 20.1-20.15; Pages 791-828), Chapter 20 (20.22, 20.23; Pages 840-849).*

Books for Reference

1. P. R. Vittal, *"Business Mathematics"* Revised Edition, Margham Publications, New Delhi, 2001.
2. V.K.Kapoor, *"Introductory to Business Mathematics"* S.Chand and Sons, NewDelhi, 2009.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course				Hours	Credits
III	21UCC33AO03A			ALLIED OPTIONAL - I ELEMENTS OF MATHEMATICS				6	4

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	2	2	2	3	3	2	2	2	2.3
CO–2	2	2	3	1	2	3	2	2	2	3	2.2
CO–3	2	1	2	3	3	2	3	2	2	3	2.3
CO–4	3	2	1	2	2	2	2	2	2	3	2.1
CO–5	1	2	2	3	3	2	2	2	3	3	2.3
Mean overall Score											2.24 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
III	21UCC33AO03B	**ALLIED OPTIONAL - I BUSINESS MATHEMATICS**	6	4

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	have knowledge in indices, logarithms, arithmetic progression, differentiation, integration, matrices and LPP.	K1
CO–2	understand the different techniques available in differentiation, integration, matrices and LPP to solve problems.	K2
CO–3	apply learnt techniques on real life business problems.	K3
CO–4	illustrate various learned techniques with examples.	K4
CO–5	evaluate business problems like profit maximization, cost minimization, consumer's and producer's surplus using the learned techniques.	K4

Unit-I   **(18 Hours)**

Indices - positive indices - fractional indices - operations with power functions - logarithms - laws and operations - change of base - Arithmetic progression – sum of the series in A.P. (simple problems only).

Unit-II   **(18 Hours)**

Differentiation of functions of the form $(ax+b)^n$, e^{ax+b}, $\log(ax+b)$ - function of one variable - power function - constant multiple of a function - sum of functions - product of two functions - quotient of two functions - function of functions - maxima and minima of functions of order 2 and 3 (algebraic functions only &trigonometric functions excluded) - Applications of differentiation - elasticity - marginal revenue - average & marginal cost – profit maximization (simple problems & business applications only)

Unit-III   **(18Hours)**

Integration of functions of the form $(ax+b)^n$, e^{ax+b}, $\log(ax+b)$ - indefinite integral-rules-integration by substitution – integration by parts - integration by partial functions (algebraic functions only & trigonometric functions excluded) – Applications of integration –total cost – total revenue - maximum profits - consumer's & producer's surplus (simple problems & business applications only)

Unit-IV   **(18 Hours)**

Matrices-types of matrices – operations on matrices – determinants of order 2 and 3 - Cramer's rule - inverse of a matrix of order 2 and 3 - solving simultaneous equations using matrices and determinants (simple problems only)-Applications to matrices –Leontief Input-Output model (simple problems & business applications only)

Unit-V   **(18 Hours)**

Linear programming - mathematical formulation of LP Model - graphical method - simplex method (simple problems & business applications only)

Book for Study

D.C. Sanchetti and V.K. Kapoor, *"Business Mathematics"*, Eleventh thoroughly Revised Edition Sultan Chand and Sons, New Delhi, 2002.

Unit I *Chapter 6 (Sec 6.1- 6.4, Pages 142-163) Chapter 7 (Sec7.1, 7.3, Pages 191-212) Chapter 12 (Sec 12.1, 12.2,Pages 384-395)*

Unit II *Chapter 17 (Sec 17.1-17.8,17.19 ,Pages647-659,703-713) ACE 9-ACE 30*

Unit III *Chapter 18 (Sec 18.1, 18.2, 18.4, 18.8-18.9, Pages 723-726, 730-736, 746- 757) ACE 90 - ACE 110*

Unit IV *Chapter 20 (Sec 20.1-20.15,20.22- 20.23, Pages 791- 828,840-849) ACE 133 - ACE 150*

Unit V *LP 1 - LP 40*

Books for Reference:

1. P.R. Vittal, *"Business Mathematics",* Revised Edition, Margham Publications, New Delhi, 2001.
2. V. K. Kapoor, *"Introductory to Business Mathematics"*, S.Chand and Sons, New Delhi, 2009.
3. Navaneetham, *"Business Mathematics and Statistics",* Jai Publishers, Trichy 2008.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours	Credits		
III	**21UCC33AO03B**		**ALLIED OPTIONAL - I BUSINESS MATHEMATICS**				**6**	**4**		
Course Outcomes (COs)	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**				**Mean Score of Cos**
	PO–1	**PO–2**	**PO–3**	**PO–4**	**PO–5**	**PSO–1**	**PSO–2**	**PSO–3**	**PSO–4**	**PSO–5**	

Course Outcomes (COs)	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	Mean Score of Cos
CO–1	2	1	2	2	1	2	3	3	3	2	2.1
CO–2	2	1	1	2	2	3	2	3	2	3	2.1
CO–3	2	3	1	2	1	3	3	3	2	3	2.3
CO–4	2	3	1	2	1	3	3	3	2	3	2.3
CO–5	1	2	1	2	2	3	2	3	3	3	2.2
Mean overall Score											**2.2 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
III	21UCC34SE01	SEC -1 (WD): ENTREPRENEURSHIP DEVELOPMENT	2	1

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	understand the different dimensions of entrepreneurship	K1
CO–2	inculcate the spirit of entrepreneurship	K2
CO–3	aware of the various methods of project appraisal and selection	K3
CO–4	understand the various functions of TIIC and DIC and the concept of Legal and Statutory Environment	K3, K4
CO–5	explore the knowledge on starting SMI in real life situation	K4

Unit – I **(6 Hours)**

Entrepreneurs - Entrepreneurship - Importance - Concept, Types, Theories and Process, Developing Entrepreneurial Competencies - Intrapreneurship – Concept and Process - Women Entrepreneurship and Rural Entrepreneurship

Unit – II **(6 Hours)**

Innovations in Business: Types of Innovations, Creating and Identifying Opportunities, Screening of Business Ideas - Business Plan and Feasibility Analysis – Concept and Process of Technical, Market and Financial Analysis - Preliminary Project Report(PPR)

Unit – III **(6 Hours)**

Financial Institutions - Micro and Small Scale Industries in India; Role of Government in Promoting SSI - Sickness in Small Industries – National Institute for Entrepreneurship and Small Business Development (NIESBUD), Indian Institute of Entrepreneurship (IIE) - Reasons and Rehabilitation - Institutional Finance to Small Industries – Financial Institutions, Commercial Banks, Cooperative Banks, Micro Finance.

Unit – IV **(6 Hours)**

Institutional Support To New Venture: District Industries Center (DIC) – Tamil Nadu Industrial Development Corporation (TIIC) – Small Industries Service Sector (SISI) – Government / Financial Assistance to Small Business Units: National Bank for Agriculture and Rural Development (NABARD), The Rural Small Business Development Centre (RSBDC), National Small Industries Corporation (NSIC), Rural and Women Entrepreneurship Development (RWED), Scheme of Fund for Regeneration of Traditional Industries (SFURTI), Khadi & Village Industry Boards (KVIB), Prime Minister's Employment Generation Programme (PMEGP).

Unit – V **(6 Hours)**

New Schemes for Entrepreneurs - Startup India Scheme: Action Points, ways to fund startup, Intellectual Property Rights (IPR): Copy Right – Trademark – Geographical Indication - Patent – Design - Types - Successful Entrepreneurs.

Book for Study

Gupta C.B. & Srinivas*: "Entrepreneurial Development"*- Sultan D, Chand & Sons, New Delhi, 2015.

Book for Reference

1. Desai Vasant, *"Management of Small Scale Industries"* Himalaya Publishing House, New Delhi. 2019
2. The Institute of Company Secretaries in India (ICSI), *"Business Environment & Entrepreneurship"* – Study Material - 2014
3. Taneja Satish and Gupta: *"Entrepreneurship Development-New Venture Creation"* - Galgotia Publishing Company, New Delhi 2011

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours	Credits
III	21UCC34SE01		SEC -1 (WD): ENTREPRENEURSHIP DEVELOPMENT				2	1

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	2	3	3	2	2	2	3	3	2	2.4
CO–2	3	3	2	2	2	3	3	2	2	2	2.4
CO–3	2	2	2	3	2	2	2	2	3	2	2.2
CO–4	3	3	3	2	3	3	3	3	2	3	2.8
CO–5	2	3	2	3	3	3	2	2	3	3	2.6
Mean overall Score											2.48 (High)

Semester	Course Code	Title of the Course	Hours	Credits
III	21UHE24VE03A	**PROFESSIONAL ETHICS–I: SOCIAL ETHICS - I**	2	1

CO No.	Co- Statements	Cognitive Levels (K –Levels)
	On completion of this course the graduates will be able to	
CO-1	know the responsibility of the educated youth.	K1
CO-2	understand the values prescribed under social ethics.	K2
CO-3	apply their minds critically to the various types of cyber crime.	K3
CO-4	analyse the various kinds of political systems.	K4
CO-5	analyse the behaviour of the elected representatives.	K4

Unit-I   Introduction to Social Ethics   (6-Hours)

Introduction to social ethics and social responsibility, important role of Social ethics on the various areas, religion influences social changes - secularism. Social ethics and corporate dynamics, forms of social ethics.

Unit-II   The Economic and Political System of Today   (6-Hours)

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

Unit-III   Integrity in Public Life National Integration   (6-Hours)

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

Unit-IV   Cyber Crime   (6-Hours)

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

Unit-V   Social Integration   (6-Hours)

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

Books for Study

Department of Human Excellence, *Formation of Youth*, St Joseph's College(Autonomous), Tiruchirappali -02, 2021

Books for Reference

1. Ramesh K. Arora, *Ethics, Integrity and Values* by Public Service Paperback ,– 1 January 2014
2. Cunningham, D. *There's something happening here: The new left, the Klan, and FBI counterintelligence*. Berkeley: University of California Press, 2004.
3. Adv. Prashant Mali, *Cyber law & Cyber Crimes simplified* by Cyber Info media Paperback – 1 January 2017.
4. Matthew Richardson, *Cyber Crime: Law and Practice Hardcover – Import*, Wildy publications, 29 November 2019

Web Sources

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

Semester	Course Code	Title of the Course	Hours	Credits
III	21UHE34VE03B	PROFESSIONAL ETHICS I: RELIGIOUS DOCTRINE- I	2	1

CO.No.	Co – Statements	Cognitive Levels (K –Levels)
	On completion of this course, the graduates will be able to:	
CO-1	understand the history of the Catholic Church	K1
CO-2	examine and grasp the Sacraments of the Catholic Church	K2
CO-3	apply the Christian Prayer to their everyday life	K3
CO-4	analyze themselves in the light of Sacraments & Christian Prayer	K4
CO-5	create a harmonious society learning values from all religions	K5 & K6

Unit-I	**God of salvation**	**(6 Hours)**
Unit-II	**Life & Mission of Jesus Christ**	**(6 Hours)**
Unit-III	**The Holy Spirit**	**(6 Hours)**
Unit-IV	**Biblical Values**	**(6 Hours)**
Unit-V	**Mother Mary**	**(6 Hours)**

Books for Study

Department of Human Excellence, *Life in the Lord: Religious Doctrine.* St. Joseph's College, Trichirappalli-02, 2021.

Books for Reference

1. *Compendium: Catechism of the Catholic Church.* Bengaluru: Theological Publications in India, 1994.

2. Holy Bible (NRSV).

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UTA41GL04C	**Commercial Tamil (SMS)**	4	3

அலகு - 1   *(12 மணிநேரம்)*

CO No.	CO- Statement	Cognitive Level (K- level)
	இப்பாடத்தின் நிறைவில் மாணவர்கள்	
CO-1	பண்டைத் தமிழர்களிடம் மேலோங்கியிருந்த வணிகவியல் சிந்தனைகளை அறிந்துகொள்வர்.	K 1
CO-2	பண்டைய இலக்கியங்களுள் வெளிப்படும் வணிகவியல் மேலாண்மைத் தொடர்புகளை அறிந்துகொள்வர்.	K 2
CO-3	வணிகக்கடிதங்கள், பொதுஅமைப்பு மற்றும் படிவங்கள், பதிவேடுகளை உருவாக்குதல், பராமரித்தல் ஆகியவற்றைக் கற்றுக்கொள்வர்	K 3
CO-4	புத்திலக்கியங்களுள் வணிகவியல்துறை பெற்றுள்ள செல்வாக்கை ஆய்ந்து அறிவர்	K 4
CO-5	வணிகவியல் கலைச்சொற்களைத் தமிழில் கற்றுக்கொண்டு வணிகத்தமிழ் வளரத் துணைபுரிவர்	K 5

பட்டினப்பாலை *(108 அடிகள்)*

சேவடிச் செறிகுறங்கிற் *(146-158)*

செல் கதிர் நுழையாச் செழுநகர் *(183-193)*

வான் முகந்த நீர் மலை *(126-141)*

மாஅகாவிரி மணம் கூட்டும் *(116-125)*

நெடுநுகத்துப் பகல் போல *(206-218)*

உரைநடைக்கட்டுரை: சங்ககால மக்களின் உற்பத்தியும், வணிகமும்

அலகு - 2   *(12 மணிநேரம்)*

அவரோ வாரார் - முல்லையும் பூத்தன *(குறுந்தொகை- 221)*

முள்ளெயிற்றுப் பாண்மகள் (ஐங்குறுநூறு *(மருதத்திணை)* - புலவிப்பத்து 47)

கான் உறை வாழ்க்கை *(புறநானூறு 33: 1-7)*

சிறுகுழை துயல்வரும் காதில், பணைத்தோள் *(பெரும்பாணாற்றுப்படை, 161-168)*

தேன் நெய்யொடு கிழங்கு மாறியோர் *(பொருநராற்றுப்படை, 214-221)*

உரைநடைக்கட்டுரை : சங்க இலக்கியங்களில் பண்டமாற்றுமுறை

அலகு – 3   *(12 மணிநேரம்)*

திருக்குறள் (2 அதிகாரங்கள்)

வினைத்திட்பம், பொருள்செயல்வகை

உரைநடைக்கட்டுரை : பண்டைத்தமிழர்களின் பிறநாட்டுவணிகத் தொடர்பும்,
துறைமுகங்களும்

அலகு - 4 (12 மணிநேரம்)

புதினம் - கோடுகளும் கோலங்களும் – ராஜம் கிருஷ்ணன்

வணிகக் கடிதங்கள் - பொதுஅமைப்பு மற்றும் படிவங்கள் - தகவல் தொடர்புப்
பதிவேடுகளை உருவாக்குதல், பராமரித்தல்

உரைநடைக்கட்டுரை: பண்டைத் தமிழர்களின் வணிக மேலாண்மை

அலகு – 5 (12 மணிநேரம்)

வணிகவியல் கலைச்சொற்கள் பயன்பாடு - வணிகக் கட்டுரை எழுதுதல் -
வணிகம்சார் ஆங்கிலக் கட்டுரையைத் தமிழில் மொழிபெயர்த்தல் - வணிக நிறுவனம்
குறித்த ஆய்வறிக்கை - வணிகம்சார் நிகழ்வு / செய்திகளைத் திறனாய்வு செய்தல்

உரைநடைக்கட்டுரை: பன்முகநோக்கில் உலகமயமாக்கல்

பாட நூல்கள்

1. **வணிகத்தமிழ்,** தமிழாய்வுத்துறை, தூய வளனார் தன்னாட்சிக் கல்லூரி,
   திருச்சிராப்பள்ளி, பதிப்பு, 2022

2. ராஜம் கிருஷ்ணன், **கோடுகளும் கோலங்களும்,** தமிழாய்வுத்துறை வெளியீடு,
   தூய வளனார் தன்னாட்சிக் கல்லூரி, திருச்சிராப்பள்ளி-2, முதற்பதிப்பு, 2021

3. மூர்த்தி. அ.கி., **வணிகவியல் அகராதி,** மணிவாசகர் பதிப்பகம், சென்னை, 1994

பார்வை நூல்கள் & இணையதளம்

1. வையாபுரிப்பிள்ளை, **பாட்டும் தொகையும்,** பாரி நிலையம், சென்னை, இரண்டாம்
   பதிப்பு, 1967.

2. பரிமேலழகர்(உரை.), **திருக்குறள்,** பாரதி பதிப்பகம், சென்னை-17, ஏழாவது
   பதிப்பு, 2000.

3. மயிலை சீனி.வேங்கடசாமி, **பழங்காலத் தமிழர் வாணிகம்,** நியூ செஞ்சுரி புக்
   ஹவுஸ், சென்னை

4. www.creativecommons.org

Semester	Course Code	Title of the Course					Hours	Credit
IV	21UTA41GL04C	Commercial Tamil (SMS)					4	3

Course Outcomes (COs)	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of COs
	PO-1	PO-2	PO-3	PO-4	PO-5	PSO-1	PSO-2	PSO-3	PSO-4	PSO-5	
CO-1	1	2	3	2	2	3	3	2	2	2	2.2
CO-2	2	2	3	2	2	2	3	2	3	2	2.3
CO-3	1	2	2	3	2	2	2	3	3	3	2.3
CO-4	2	2	3	2	2	3	2	3	3	2	2.4
CO-5	3	1	2	2	2	2	3	2	3	3	2.3
Mean Overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UFR41GL04	FRENCH – IV	4	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	recall the vocabulary pertaining to dwelling place.	K1
CO–2	outline crisis management in France.	K2
CO–3	develop a travel diary of your own.	K3
CO–4	simplify the French education system.	K4
CO–5	interpret past tenses in a text.	K5

Unit- I (12 hours)
TITRE:ON FAIT LE MELANGE!
GRAMMAIRE : le présent progressif, les pronoms possessifs, la phrase négative
LEXIQUE : décrire les étapes d'une action, la maison, les taches ménagères
PRODUCTION ORALE : comprendre le récit d'un voyage
PRODUCTION ECRITE : raconter ses actions quotidiennes

Unit – II (12 hours)
TITRE:A PROPOS DE LOGEMENT
GRAMMAIRE : quelques adjectifs et pronoms indéfinis, les verbes lire, rompre et se plaindre
LEXIQUE : la localisation et le logement, les pièces, meubles et équipement
PRODUCTION ORALE : jeu de rôle –votre ami et vous s'installe dans un nouveau meuble
PRODUCTION ECRITE : décrire votre maison/appartement

Unit- III (12 hours)
TITRE:TOUS EN FORME!
GRAMMAIRE : le passé composé et l'imparfait, le passé récent, l'expression de la durée
LEXIQUE : un souvenir et les évènements du passées, le corps humain : extérieur, le corps humain : intérieur
PRODUCTION ORALE : échanger sur ses projets de vacances
PRODUCTION ECRITE : raconter un souvenir

Unit – IV (12 hours)
TITRE:ACCIDENTS ET CATASTROPHES
GRAMMAIRE : les adjectifs et les pronoms indéfinis : rien/ personne/aucun, les verbes dire, courir et mourir
LEXIQUE : savoir les mots et les expressions des catastrophes naturelles, les maladies et les remédies, les accidents, les catastrophes naturelles
PRODUCTION ORALE : comprendre des personnes qui expriment leur accord ou leur désaccord selon un thème donné
PRODUCTION ECRITE : écrivez sur une catastrophe naturelle en articulant la cause et la conséquence

Unit –V   **(12 hours)**
TITRE:FAIRE SES ETUDES A L'ETRANGER/ BON VOYAGE/ LA METEO
GRAMMAIRE : les pronoms démonstratifs neutres, le futur simple, situer dans le temps, moi
aussi/non-plus – moi non/si, les verbes impersonnels, les verbes croire, suivre et pleuvoir
LEXIQUE : savoir vivre en France, le système scolaire, les formalités pour partir à l'étranger.
PRODUCTION ORALE : exprimer son opinion sur la météo/parler del'avenir
PRODUCTION ECRITE: comparer le système scolaire français et indien

Book for Study
P.Dauda,L.Giachino and C.Baracco, *Generation A2*, Didier, Paris 2016.

Books for Reference

1. J.Girardet and J.Pecheur, *Echo A2*, CLE International, 2ᵉedition,2013
2. Régine Mérieux and Yves Loiseau, *Latitudes A2*, Didier, 2012.
3. Isabelle Fournier, *Talk French*, Goyal Publishers,2011

Web Resources

1. https://www.frenchcourses-paris.com/french-travel-journal/
2. http://www.saberfrances.com.ar/vocabulary/house.html
3. https://www.thoughtco.com/different-past-tenses-in-french-1368902
4. https://www.youtube.com/watch?v=JZdwJM7sEY8
5. https://www.scholaro.com/pro/Countries/France/Education-System

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours	Credits
IV	21UFR41GL04		FRENCH – IV				4	3

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO–1	3	1	3	2	2	3	2	1	2	2	2.1
CO–2	3	1	2	3	3	3	2	1	3	1	2.2
CO–3	3	2	3	2	2	3	2	1	3	2	2.3
CO–4	3	1	2	2	3	3	3	1	3	3	2.4
CO–5	2	2	3	3	1	3	1	2	3	2	2.2
Mean overall Score											**2.24 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UHI41GL04	HINDI - IV	4	3

CO No.	CO–Statements On successful completion of the course, students will be able to	Cognitive Levels (K –Levels)
CO-1	list out the social conditions prevailed in Modern Period which are depicted in Hindi Literature.	K1
CO-2	discuss the dialects of Hindi language.	K2
CO-3	illustrate the works of some eminent Hindi Writers related to society.	K3
CO-4	analyze the human values expressed in life and literature of Hindi Novelist "Mamatha Kaliyah".	K4
CO-5	evaluate the film & Literary works in Hindi.	K5

Unit - I   (12 Hours)

Computer ka yug
Prathyay
Adhunik Kal - Namakarn
Namakaran

Unit - II   (12 Hours)

Vigyan hani/labh
Paryayvachy Shabdh
Adhunik Kal - Samajik Paristhithiyam
Samanarthy Shabdh

Unit - III   (12 Hours)

Nari shiksha
Upasarg
Adhunik Kal – Sahithyik Paristhithiyam
Adhunik kal – Salient Features

Unit - IV   (12 Hours)

Review- Book/Film
Paryavaran Pradookshan
Adhunik Kal -   Main Divisions
Adhunik Kal - Visheshathayem

Unit - V (12 Hours)

Sapnom Kee Home Delivery (Novel)

Anuvad - 4

Books for Study

1. Dr. Sadananth Bosalae, *kavya sarang*, Rajkamal Prakashan, New Delhi, 2020.
   Unit-I *Chapters 4*
2. M. Kamathaprasad Gupth*, Hindi Vyakaran*, Anand Prakashan, Kolkatta, 2020.
   Unit-II, III and IV *Chapter 2*
3. Dr. Sanjeev Kumar Jain*, Anuwad: Siddhant Evam Vyavhar,* Kailash Pustak Sadan*,*
   MadhyaPradesh,2019 **Unit-V** *Chapter 2*

Books for Reference

1. Hindi Niband Sangrah,V&S Publishers, 2015.
2. Rajeswar Prasad Chaturvedi, Hindi vyakarana, Upakar prakashan,2015.
3. Ramdev,Vyakaran Pradeep, Hindi Bhavan, 2016.
4. Krishnakumar Gosamy, Anuvad vigyan ki Bhumika, Rajkamal Prakashan, 2016.
5. Acharya ramchandra shukla, Hindi Sahitya Ka Itihas, Prabhat Prakashan, 2021.

Web Resources

1. https://youtu.be/xmr-DaQ3LhA
2. https://youtu.be/xIm-VEmgEg0
3. https://youtu.be/ZHuqxWbMtas
4. https://youtu.be/HGS63OJuHto
5. https://youtu.be/r-i3autqPug

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code		Title of the Course						Hours	Credits
IV	21UHI41GL04		HINDI - IV						4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)					Mean Scores of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	3	2	3	3	2	3	2	3	1	2.4
CO-2	3	2	3	3	2	3	2	3	1	2	2.4
CO-3	3	2	2	3	2	2	1	3	2	3	2.3
CO-4	3	2	3	1	3	3	2	3	3	2	2.5
CO-5	3	2	2	3	3	2	3	2	3	3	2.6
								Mean Overall Score			2.44 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21USA41GL04	SANSKRIT - IV	4	3

CO No.	CO–Statements On successful completion of the course, the student will be able to	Cognitive Levels (K –Levels)
CO-1	remember and identifying Mahabharatha characters and events.	K1
CO-2	understand human behaviors by studying dramas.	K2
CO-3	apply the morals learnt in day to day life.	K3
CO-4	create new conversational sentences and to Improve self-character (Personality Development).	K4
CO-5	appreciate ancient Sanskrit dramas.	K5

Unit - I   (12 Hours)

Samskrita Vyavahara sahasri vakiya Prayogaha

Unit - II   (12 Hours)

Lot Lakaarah , Prqayaogh Kartari Vaakyaani

Unit - III   (12 Hours)

Naatakasya Itihaasah Vivaranam, Thuva and Tum Prathiyaha

Unit - IV   (12 Hours)

Karnabhaaram , Naatakasya Visistyam

Unit - V   (12 Hours)

Samskrita Rachanani priyogaha

Book for Study
Karnabhavam & Literature Language, 2019 , K.M Saral Sanskrit Balabodh , Bharathita vidya bhavan , Munshimarg Mumbai – 400 007

Books for Reference

1. R.S.Vadhyar & Sons , Book – sellers and publishers , Kalpathu ,Palghat – 678003 ,

   Kerala , south India , History of Sanskrit Literature 2019

2. Kulapathy , K.M Saral Sanskrit Balabodh , Bharathita vidya bhavan , Munshimarg Mumbai – 400 007 2018

3. Samskrita Bharathi , Aksharam 8 th cross , 2nd phase Giri nagar Bangalore Vadatu sanskritam – Samaskara Binduhu 2019

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course Code		Title of the Course						Hours	Credit
IV	21USA41GL04		SANSKRIT-IV						4	3
Course Outcomes↓	Programme Outcomes (PO)					Programme Specific Outcomes (PSO)				Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	2	2	3	2	3	2	3	3	2	2.5
CO-2	2	2	3	2	3	3	3	3	3	2	2.4
CO-3	3	3	2	3	2	1	1	3	3	3	2.4
CO-4	2	3	3	3	2	1	3	3	3	2	2.5
CO-5	2	2	3	2	3	3	3	3	2	3	2.6
Mean Overall Score											2.48
Result										#	High

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UEN42GE04	**GENERAL ENGLISH - IV**	5	3

CO No.	CO-Statements	Cognitive Levels (K- Levels)
	On successful completion of this course, students will be able to	
CO-1	identify different local and global issues in given passages	**K1**
CO-2	understand explicit and implicit information given in written texts	**K2**
CO-3	use appropriate words and punctuations in writing	**K3**
CO-4	analyse written texts and modify them for better clarity	**K4**
CO-5	assess the coherence and cohesion of written texts and rewrite them	**K5 & K6**

Unit-I (15 Hours)
1. Women through the Eyes of Media
2. General Writing Skill: Writing Minutes of a Meeting
3. Grammar: Present Perfect Tense

Unit-II (15 Hours)
4. Effects of Tobacco Smoking
5. General Writing Skill: Note-Taking
6. Grammar: Present Perfect Continuous Tense

Unit-III (15 Hours)
7. Short Message Service (SMS)
8. General Writing Skill: Note-Making
9. Grammar: Past Perfect Tense

Unit-IV (15 Hours)
10. An Engineer Kills Self as Crow Sat on his Head: A Newspaper Report
11. General Writing Skill: Précis Writing
12. Grammar: Past Perfect Continuous Tense

Unit-V (15 Hours)
13. Traffic Rules
14. General Writing Skill: Paragraph Writing
15. Grammar: Future Perfect Tense and Future Perfect Continuous Tense

Book for Study
Jayraj, S. Joseph Arul et al. *Trend-Setter: An Interactive General English Textbook for Under Graduate Students*. Trinity, 2016.

Books for Reference

1. Clark Peter, Roy. *Writing Tools: 50 Essential Strategies for Every writer*. USA: Little, Brown Spark Publishers, 2008.
2. Carnegie, Dale. *The Quick and Easy Way to Effective Speaking*. India: Fingerprint Publishers, 2018.
3. Vaughn, Steck. *Reading Comprehension*. USA: Steck-Vaughn Co, 2014.
4. Birkett, Julian. *Word Power: A Guide to Creative writing*. India: Bloomsburry Acdemic, 2016.
5. Knight, Dudley. *Speaking with Skill: An Introduction to Knight-Thompson Speechwork*. USA: Methuen Drama, 2016.

Web Resources
1. https://blog.lingoda.com/en/10-news-sites-to-practice-your-english-reading-skills/
2. https://www.espressoenglish.net/how-to-learn-english-for-free-50-websites-for-free-english-lessons/
3. https://www.ef.com/wwen/english-resources/

Relationship Matrix for Course Outcomes, Programme Outcomes and Programme Specific Outcomes

Semester	Course Code	Title of the Course								Hours	Credits
IV	21UEN42GE04	GENERAL ENGLISH - IV								5	3
Course Outcome (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Scores of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO-1	2	3	2	2	3	2	3	2	3	2	2.4
CO-2	2	2	3	2	3	3	2	3	2	2	2.3
CO-3	2	3	2	3	2	2	3	2	3	2	2.4
CO-4	2	2	3	2	3	3	2	3	2	3	2.5
CO-5	2	2	2	3	2	2	2	3	2	2	2.2
										Mean Overall Score	2.36 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UCC43CC07	**CORE - 07 :** **ADVANCED AUDITING**	6	3

CO No.	**CO–Statements** On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	gain knowledge on the concept and techniques of auditing	K1
CO–2	understand the features of vouchers and their factors	K2
CO–3	examine audit report regarding entity`s financial statement	K3
CO–4	appraise investigation report and ascertain the ownership of a company	K4
CO–5	evaluate the integrity of production system and potential security	K4

Unit – I **(18 Hours)**

Auditing- Definition, Features; Accountancy and Auditing, Scope ofAuditing– Independent Audit – Materiality in Auditing - Efficiency Audit –Property Audit - Techniques of Auditing - Stages – Standards of Auditing – perception before commencing of audit.

Unit – II **(18 Hours)**

Vouching – meaning – Significance – Important factors obtained fromVouchers – Features of Vouchers, Differences between checking andvouching – Vouching of Cash Transactions - vouching of tradingtransactions–vouching of impersonal ledger- Verification and Valuation of assets and liabilities.

Unit – III **(18 Hours)**

Company Audit: Appointment of auditor, powers, duties and liabilities – Divisible profits and dividend –Types of audit report - Duties of an auditor while conducting the audit - Organizing Audit work – commencement of new audit - Criminal liability - Indian Penal Code - Reliefs and Remedies.

Unit – IV **(18 Hours)**

Investigation: Objectives, Difference between audit and investigations – Process of investigation – Special audit of banking companies, Educational, Non-profit institutions and Insurance companies - Investigation report - Investigation to ascertain ownership of a company - Investigation under Income Tax Act - Duties of investigators.

Unit – V **(18 Hours)**

EDP Auditing – definition – Need for Control - Effects of EDP Auditing – Foundations of EDP Auditing – steps in EDP Audit – Some major Audit Decisions – Legal influences of EDP Audit – Division of Auditing in EDP Environment – Online Computer Systems.

Book for Study

Dr.T .R.Sharma, *Auditing*, , First Edition, Sahitya Bhawan Publications, India, 2019.

Books for Refernence

1. C.A. Ravi Kanth Miriyala and C.A. Sunitanjani Miriyala, *Auditing and Assurance*, First Edition, Commercial Law Publishers, India, 2020

2. C.A.VikasOswal, *Simplified Approach to Advanced Auditing and Professional Ethics*, Eighth Edition, CCH Wolters Kluwer, India, 2016.

3. Dr.Aruna Jha, *Auditing and Corporate governance*, First Edition, Taxmann Publications, 2020.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course					Hours	Credits
IV	21UCC43CC07		CORE-7 : ADVANCED AUDITING					6	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	3	2	1	3	2	1	2	2	2.1
CO–2	3	2	2	2	2	2	3	2	2	1	2.1
CO–3	1	3	2	1	2	2	2	2	2	3	2.0
CO–4	1	3	2	2	1	1	3	3	2	3	2.1
CO–5	1	3	3	2	2	1	2	2	2	2	2.0
Mean overall Score											2.06 (Medium)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UCC43CC08	**CORE – 8 :** **DATABASE MANAGEMENT SYSTEM**	3	2

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	know the concepts of Database	K1
CO–2	design ER-models to represent simple database application scenarios	K2
CO–3	identify the data models for relevant problems	K3
CO–4	demonstrate the basic elements of a relational database management system and various Normalization techniques	K3
CO–5	analyze the PL/SQL Expressions and Statements	K4

Unit – I (9 Hours)

Basic Concepts: Data modeling for a Database - Records and Files Abstraction and Data Integration – The Three level Architecture for DBMS – Components of a DBMS – advantages and Disadvantages of DBMS. Data Model: Introduction – Data Association – Entity- Relationship Model

Unit – II (9 Hours)

Relational Model: Introduction - Relational Database - Attributes and Domain - Tuple - Relation and their scheme - Relation representation – Keys - Relationship -Relation operation - Integrity Rules - Relational Algebraic Basic Operation – Additional Relational Algebraic operations.

Unit – III (9 Hours)

SQL: Introduction - SQL – Data Manipulation: SQL - Basic Data Retrieval - Arithmetic and Aggregate operator - SQL Join - Set Manipulation - categorization - updates - Views. RELATIONAL DATABASE DESIGN: Relational scheme and relational design-Normal Forms-BCNF.

Unit – IV (9 Hours)

Fundamentals of PL/SQL:Defining variables and constants, PL/SQL expressions and comparisons: Logical Operators, Boolean Expressions, CASE Expressions Handling, PL/SQL Data types: Number Types, Character Types, Boolean Type, Date ,time and Interval Types.

Unit – V (9 Hours)

Overview of PL/SQL: Conditional Control: IF and CASE Statements, IF-THEN Statement, IF-THEN-ELSE Statement, IF-THEN-ELSEIF Statement, CASE Statement, Iterative

Control: LOOP and EXIT Statements, WHILE-LOOP, FOR-LOOP, Sequential Control: GOTO and NULL Statements.

Book for Study

Bipin C. Desai (2015) *An introduction to Database Systems*, Revised Edition, Published by Galgotia Pvt. Ltd., New Delhi.

Books for Reference

1. Suresh K Basendra (2001).*ComputersToday*, 1st Edition, Galgotia publication private Ltd., New Delhi.
2. Jane Calabria and Dorothy Burke (1998). *Microsoft Office user Specialist, Power Point 97 Exam Guide*, 1st Edition, PHI New Delhi.
3. Taxali, R.k (1998). *PC Software for WINDOWS Made Simple*, 1st Edition, Tata McGraw–Hill Publishing Company Limited, New Delhi.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours	Credits
IV	21UCC43CC08		CORE – 08 : DATABASE MANAGEMENT SYSTEM				3	2

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	2	1	2	3	3	2	1	2	2.2
CO–2	3	2	2	2	1	3	3	3	2	2	2.3
CO–3	2	1	3	2	2	2	3	2	2	2	2.1
CO–4	3	3	3	1	2	3	2	2	1	2	2.2
CO–5	2	3	3	1	2	2	3	3	2	1	2.3
Mean overall Score											2.22 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UCC43CP04	**SOFTWARE LAB – IV ORACLE – SQL**	2	2

CO No.	**CO–Statements** On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	gain the knowledge on SQL	**K1**
CO–2	understand the Syntax and Semantics of SQL	**K2**
CO–3	create and Manipulate a Query	**K3**
CO–4	manage the Database Integrity	**K3**
CO–5	analyze and Handle runtime errors	**K4**

Exercises

1. Table creation using various constraints.

    a) DDL

    b) DML

    c) DCL

    d) TCS

2. Simple Queries (select, sorting and Filter)

3. SQL Comments (single line and multi line)

4. Built in Functions (Group Function, String Function, Date and time Function, Aggregate Function)

5. Operators (Arithmetic, Relational, logical, Miscellaneous and Set operators)

6. Joining (Inner, Left, Right and Full join)

7. Sub Queries and Nested Sub Queries

8. Constraints

9. Views

    a) icreate view

    b) update view

    c) Drop view

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours	Credits
IV	21UCC43CP04		SOFTWARE LAB – IV ORACLE – SQL				2	2

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	2	1	2	3	3	2	1	2	2.2
CO–2	3	2	2	2	1	3	3	3	2	2	2.3
CO–3	2	1	3	2	2	2	3	2	2	2	2.1
CO–4	3	3	3	1	2	3	2	2	1	2	2.2
CO–5	2	3	3	1	2	2	3	3	2	1	2.3
Mean overall Score											2.22 (High)

Semester	Course Code	Title of the Course	Hours/Week	Credits
IV	21UCC43AO04A	ALLIED OPTIONAL -2 ELEMENTS OF STATISTICS	6	4

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	acquire knowledge of measures of central tendency, measures of skewness, time series, probability,basic statistical concepts and SPSS.	K1
CO–2	understand concept of averages, correlation, index numbers, addition theorem and multiplication in probability, averages in SPSS.	K2
CO–3	apply measure of dispersion, curve fitting, index number theory to find the solution of real life problems in terms of business.	K3
CO–4	compare measures of central tendency, accuracy of the given data using correlation analysis and analyseLaspeyre's, Paasche's, Bowley's and Fisher's ideal method and research in behavioural sciences by SPSS.	K4
CO–5	evaluate the various measures of central tendency and measures of skewness using SPSS package, different indices and problems based on addition and multiplication theorem.	K5

Unit-I **(18 Hours)**

Measures of central tendency - arithmetic mean, median, mode - computation of individual, discrete and continuous series - Measures of dispersion - standard deviation - coefficient of variation (simple problems & business applications only)

Unit-II **(18 Hours)**

Measures of Skewness - computation of Karl Pearson's coefficient of skewness - Correlation analysis - types of correlation - calculation - rank correlation without tie in ranks (simple problems & business applications only)

Unit-III **(18 Hours)**

Index numbers - Methods of constructing indices - simple aggregative method - Weighted aggregative indices - Laspeyre's, Paasche's, Bowley's & Fisher's ideal method - quantity & value indices - Time series analysis - components - method of least squares - fitting a straight line trend only (simple problems & business applications only)

Unit-IV **(18 Hours)**

Probability - concepts of probability - applications of addition theorem & multiplication theorem (no proofs, simple problems & business applications only)

Unit-V (18 Hours)

SPSS - introduction - Basic statistical concepts - Research in behavioral sciences - Types of variables - Reliability and Validity - summarizing data - Basic concepts - Measures central tendency - Variation - Skewness.

Books for Study

1. S.P. Gupta, *"Statistical Methods"*, 33rd revised edition, Sultan Chand & Sons, New Delhi, 2005.

   Unit-I *Chapter 7 (Vol. I), Pages 177-188, 196-205, 211-218, Chapter 10 (Vol. I), Pages 282-297.*

   Unit-II *Chapter 9 (Vol. I), Pages 330-338, Chapter 10 (Vol. I), Pages 377- 382, 386-393, 404-407*

   Unit-III *Chapter 13 (Vol. I), Pages 515-525, 529-534, 537-539, Chapter 14 (Vol. I), Pages 590-598, 613-619.*

   Unit-IV *Chapter 1 (Vol. II), Pages 751-765, 774-792.*

2. Ajai S. Gaur and Sanjaya S. Gaur, *"Statistical Methods for Practice and Research - A Guide to Data Analysis Using SPSS"*, Second Edition, Sage Publications Pvt. Ltd., 2009.

   Unit – V *Chapter 1, Chapter 2, Sections 2.1-2.3, Chapter 3, Sections 3.1.1, 3.1.2, 3.1.4.*

Books for Reference

1. Vijaya Krishnan and Sivathanu Pillai, *"Statistics for Beginners",* Atlantic Books, 2011.
2. Eelko Huizingh*, "Applied Statistics with SPSS"*, SAGE Publications Pvt. Ltd., 2007.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course					Hours	Credits
IV	**21UCC43AO04A**		**ALLIED OPTIONAL -2 ELEMENTS OF STATISTICS**					**6**	**4**
Course Outcomes (COs)	**Programme Outcomes (POs)**					**Programme Specific Outcomes (PSOs)**					**Mean Score of Cos**
	PO–1	**PO–2**	**PO–3**	**PO–4**	**PO–5**	**PSO–1**	**PSO–2**	**PSO–3**	**PSO–4**	**PSO–5**	
CO–1	3	2	3	1	1	3	2	3	2	3	2.2
CO–2	1	2	3	2	3	2	3	2	3	2	2.3
CO–3	2	3	2	1	2	3	3	2	2	3	2.3
CO–4	1	2	2	2	3	1	3	2	2	3	2.1
CO–5	1	2	2	3	1	2	3	2	2	3	2.1
Mean overall Score											**2.2 (High)**

Semester	Course Code	Title of the Course	Hours/Week	Credits
IV	21UCC43AO04B	ALLIED OPTIONAL – 2: BUSINESS STATISTICS	6	4

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	acquire knowledge of measures of central tendency, measures of skewness, time series, probability, basic statistical concepts and SPSS.	K1
CO–2	understand concept of averages, correlation, index numbers, addition theorem and multiplication in probability, averages in SPSS.	K2
CO–3	apply measure of dispersion, curve fitting, index number theory to find the solution of real life problems in terms of business.	K3
CO–4	compare measures of central tendency, accuracy of the given data using correlation analysis and analyseLaspeyre's, Paasche's, Bowley's and Fisher's ideal method and research in behavioural sciences by SPSS.	K4
CO–5	evaluate the various measures of central tendency and measures of skewness using SPSS package, different indices and problems based on addition and multiplication theorem.	K5

Unit-I (18 Hours)

Measures of central tendency - arithmetic mean, median & mode – correction of incorrect values - Open end classes - median for unequal intervals - quartiles, deciles & percentiles – relation between AM, median & mode - Measures of dispersion - Range – Quartile deviation - Mean deviation - standard deviation – relation between QD, MD & SD - coefficient of variation (simple problems & business applications only).

Unit-II (18 Hours)

Measures of Skewness - computation of Karl Pearson's &Bowley's co-efficient of skewness - Correlation analysis - types of correlation – calculation - rank correlation without tie in ranks - Association of two attributes – types of association - consistency of data - Comparison of observed and expected frequencies - Yule's coefficient of association (simple problems & business applications only)

Unit-III (18 Hours)

Index numbers - Methods of constructing indices - simple aggregative method - Weighted aggregative indices - Laspeyre's, Paasche's, Bowley's& Fisher's ideal method - weighted aggregative indices - quantity & value indices - test of adequacy of indices - time reversal test - factor reversal test - family budget method - method of least squares - fitting a straight line trend only (simple problems & business applications only)

Unit-IV   **(18 Hours)**

Probability - concepts of probability - applications of addition theorem & multiplication theorem (no proofs, simple problems & business applications only)

Unit-V   **(18 Hours)**

SPSS - introduction - Basic statistical concepts - Research in behavioral sciences - Types of variables - Reliability and Validity - summarizing data - Basic concepts - Measures central tendency - Variation - Skewness.

Books for Study

1. S.P. Gupta, "*Statistical Methods*", 33rd revised edition, Sultan Chand & Sons, New Delhi, 2005

   Unit-I *Chapter 7 (Vol. I), Pages 177-189, 196-222, Chapter 8 (Vol. I), Pages 268-289, 293-301.*

   Unit-II *Chapter 9 (Vol. I), Pages 330-341, Chapter 10 (Vol. I), Pages 377-382, 386-393, 404 - 408, Chapter 12 (Vol. I), Pages 478- 488.*

   Unit-III *Chapter 13 (Vol.I), Pages 515-545, 557-560,Chapter 14 (Vol. I), Pages 613-619.*

   Unit-IV *Chapter 1 (Vol. II), Pages 751-765, 774-792.*

2. Ajai S. Gaur and Sanjaya S. Gaur*, "Statistical Methods for Practice and Research - A Guide to Data Analysis Using SPSS"*, Second Edition, Sage Publications Pvt. Ltd., 2009.

   Unit – V *Chapter 1, Chapter 2, (Sections 2.1-2.3), Chapter 3, (Sections 3.1, 3.2).*

Books for Reference

1. Vijaya Krishnan and Sivathanu Pillai, *"Statistics for Beginners",* Atlantic Books, 2011.
2. Eelko Huizingh, *"Applied Statistics with SPSS"*, SAGE Publications Pvt. Ltd., 2007.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course					Hours	Credits
IV	21UCC43AO04B			ALLIED OPTIONAL – 2: BUSINESS STATISTICS					6	4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	3	1	1	3	2	3	2	3	2.2
CO–2	1	2	3	2	3	2	3	2	3	2	2.3
CO–3	2	3	2	1	2	3	3	2	2	3	2.3
CO–4	1	2	2	2	3	1	3	2	2	3	2.1
CO–5	1	2	2	3	1	2	3	2	2	3	2.1
Mean overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UCC44SE02	SEC -2 (BS) PRACTICAL BANKING IN INDIA	2	1

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	understand the broad functioning of a bank both at the macro and at micro levels and measure the performance of banks	K1
CO–2	understand the linkages between banking system and the economy	K2
CO–3	evaluate the impact of interest rate changes to the banking sector	K3
CO–4	develop an integrative thinking of the functioning of the banking industry with the rest of the economy	K4
CO–5	appreciate the ethical, social and governance dimensions concerning banking industry	K4

Unit – I (6 Hours)
Functions of a Commercial Bank – Special Types of Bank's Customers - Other Types of Accounts – Crossing of Cheques - Payment of Cheques – Endorsements – Banking Regulations

Unit – II (6 Hours)
E-Banking – ATM – Credit and Debit Card – universalization and Harmonization of banks – Payment and Paying Banker – Obligations and Protection to paying banker

Unit – III (6 Hours)
Bank Customer and Collection of cheques – Legal Protection – Obligations of collecting banker- Securities for Floating Charges – Changing concept of Security

Unit – IV (6 Hours)
Concept and Importance – Progress in India – Present Position and working of IFC – ICICI – IDBI –SFC's – Changing role of development Banking – Universal Banking.

Unit – V (6 Hours)
Electronic Billing – ID verification – Mobile Payments – Digital- only Banking – B2B innovation – International Commerce

Book for Study
Mac Donald Scott S., Koch Timothy W, (2019) *Management of Banking*, 6th Edition, Published by Indian: Cengage learning.New Delhi.

Book for Reference
1. Shrivastava R M., Dr Divya Nigam, (2009). *Management of Indian Financial Institutions*. 8th edition, Published by: Himalaya Publications, New Delhi

2. Gup Bentone., Kolari James W,(2019), *Commercial Banking - The Management of Risk*, 3rd Edition, Published by Wiley India New Delhi.
3. *RBI circulars*; Banks Annual reports, Business news paper articles to follow the trends in banking

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course					Hours	Credits
IV	21UCC44SE02			SEC -2 (BS) PRACTICAL BANKING IN INDIA					2	1

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	1	3	1	2	3	2	3	3	2	2.3
CO–2	2	3	2	3	3	3	3	3	1	2	2.5
CO–3	2	1	2	3	3	3	2	2	2	1	2.1
CO–4	3	1	2	1	3	3	2	3	3	1	2.2
CO–5	2	3	3	2	3	2	1	3	3	3	2.5
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UHE44VE04A	**PROFESSIONAL ETHICS–II: SOCIAL ETHICS - II**	2	1

CO. No.	CO–Statements	Cognitive Levels (K –Levels)
	On completion of this course the graduates will be able to:	
CO-1	know the value of natural recourses and to live in a harmony with nature.	K1
CO-2	comprehend the importance of a healthy life.	K2
CO-3	apply the plans of disaster management in the society.	K3
CO-4	analyse the importance and differences of science and religion.	K3
CO-5	apply counseling skills and solve their problems.	K4

Unit-I Harmony with Nature   (6-Hours)

What is environment, Why should we think of harmony, Principles to conserve environmental resources, Causes of disharmony, The fruits of harmony with nature, Natural Resources, Fruits of disharmony, Economic values and growth, Environmental Ethics, Guidelines to live in harmony with nature, Towards life-centered system for better quality of life. Harmony with animal kingdom.

Unit-II Issues Dealing with Science and Religion   (6-Hours)

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

Unit-III Public Health   (6-Hours)

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

Unit-IV Disaster Management   (6-Hours)

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

Unit-V   Counselling for Adolescents   (6-Hours)

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

Books for Study

Department of Human Excellence, *Formation of Youth*, St Joseph's College (Autonomous), Tiruchirappali 02, 2021.

Books for Reference

1. Albert, D. and Steinberg, L, *Judgment and decision making in adolescence*: Journal of Research on Adolescence, page no: 211-224. 2011
2. Larry R. Collins, *Disaster Management and Preparedness,* Lewis Publications, 22 November 2000.
3. Elizabeth B. Hurlock, *Developmental Psychology: A: Life-Span Approach*, New Delhi: Tata McGraw-Hill, 1981, 5th Edition, August 18, 2001.
4. Sangha, Kamaljit. *Ways to Live in Harmony with Nature: Living Sustainably and Working with Passion.* Australia, Woodslane Pty Limited, 2015.

Web Sources

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

Semester	Course Code	Title of the Course	Hours	Credits
IV	21UHE44VE04B	PROFESSIONAL ETHICS II: RELIGIOUS DOCTRINE - II	2	1

CO.No.	CO-Statements	Cognitive Levels (K –Levels)
	On completion of this course, the graduates will be able to:	
CO-1	Understand the history of the Catholic Church	K1
CO-2	Examine and grasp the Sacraments of the Catholic Church	K2
CO-3	Apply the Christian Prayer to their everyday life	K3
CO-4	Analyze themselves in the light of Sacraments & Christian Prayer	K4
CO-5	Create a harmonious society learning values from all religions	K5 & K6

Unit-I	**The Catholic Church**	**(6 Hours)**
Unit-II	**Sacraments of Initiation**	**(6 Hours)**
Unit-III	**Sacraments of Healing & at the Service of Community**	**(6 Hours)**
Unit-IV	**Christian Prayer**	**(6 Hours)**
Unit-V	**Harmony of Religions**	**(6 Hours)**

Books for Study

Department of Human Excellence, *Life in the Lord: Religious Doctrine.* St. Joseph's College, Trichirappalli 02, 2021.

Books for Reference

1. *Compendium: Catechism of the Catholic Church.* Bengaluru: Theological Publications in India, 1994.

2. Holy Bible (NRSV).

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCC53CC09	CORE – 9 : COST ACCOUNTING	7	4

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	enlighten the concepts of cost accounting and various material control techniques	K1
CO–2	compute the labour cost under different methods of wage payment systems and the rate of labour turnover	K2, K3
CO–3	allocate the overheads to various departments under primary and secondary distribution systems and to compute the machine hour rate	K3
CO–4	allocate through knowledge on the practical application of process costing	K3
CO–5	apply the contract Costing, Service and Operating costing in the respective industries	K4

Unit – I   **(21 Hours)**

Cost Accountancy – introduction - Cost, Costing and Cost Accountancy – Functions of Cost Accounting - Comparison of cost accounting and management Accounting and Financial Accounting - classification Cost –Methods costing–Techniques of costing Preparation of Cost Sheet. - Material cost -Purchase procedure, store keeping and stock control, Pricing and issue of materials, Stores Ledger: FIFO, LIFO, Specific price, Base stock, Highest In- First-out, Average price methods and Notional price methods. ABC analysis, level of inventories, EOQ, JIT and VED analysis

Unit – II   **(21 Hours)**

Labourcosting : –Remuneration methods, monetary and non-monetary incentiveschemes, pay roll procedures, labour analysis and idle time, measurement oflabour efficiency and productivity, analysis of non-productive time andtheir cost, labour turnover and remedial measures, treatment of idle time andover time.

Unit – III   **(21 Hours)**

Overhead Costing: - classification - apportionment - production overheads distribution, appropriation, absorption by products, treatment of under and over –absorption, administration, selling and distribution overheads-machine hour rate.

Unit – IV   **(21 Hours)**

Reconciliation of cost and financial accounts and Process Costing**:** Reconciliation of cost and financial accounts - Process costing – Simple process accounts including Normal Loss, Abnormal Loss and Abnormal gain treatments-Inter process profits. - Equivalent production method (simple problems only)

Unit – V   **(21 Hours)**

Contract Costing - Features, Distinction between Job and Contract Costing, Retention Money, Escalation Clause, Contract Accounts, Service and Operating Costing: Features, Unit Costing and Multiple Costing, Identification of Cost Unit and Cost Determination and Control

Book for Study

Jain & Narang - *Cost Accounting Principles and Practice* – Kalyani Publishers, 2016

Books for Reference

1. A Murthy and S.Gursamy - *Cost Accounting*, Vijay Nicole Imprints Private Ltd., 2016
2. Dr. K. Alex - *Cost Accounting*, Pearson Education India, 2012.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course					Hours		Credits
V	21UCC53CC09		CORE – 09 : COST ACCOUNTING					7		4

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	2	2	1	3	3	2	2	3	2.2
CO–2	2	3	2	1	2	3	3	2	2	3	2.3
CO–3	1	2	3	2	3	2	3	2	3	2	2.3
CO–4	1	2	2	3	1	2	3	2	2	3	2.1
CO–5	1	2	2	2	3	1	3	2	2	3	2.1
Mean overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCC53CC10	**CORE – 10** **DATA ANALYSIS USING R**	5	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	understandthe R programming & Writing simple R commands	**K1, K2**
CO–2	import ,Read Data from Dataset and Getting insights	**K3**
CO–3	apply Statistical measures and Looping statements	**K3**
CO–4	implementing the Descriptive statistics	**K4**
CO–5	visualizing complex, heterogeneous data in real time scenario	**K4**

Unit – I **(15 Hours)**

Introduction - downloading and installing R - IDEs and text editors - handling packages in R Getting started with R: Loading and handling data in R - Challenges in Analytical Data Processing - Expression, Variables Functions - Missing Values treatment in R - Using the 'as" Operator in R – Vectors – Matrices - List.

Unit – II **(15 Hours)**

Aggregating and group processing of variable - Simple analysis using R- Methods for reading Data - Using R with Databases and Business Intelligence systems.

Unit – III **(15 Hours)**

Mathematical and statistical functions-Character functions - Looping and conditional execution – User - written functions - Ways to aggregate and reshape data

Unit – IV **(15 Hours)**

Data Frames - R functions for understanding data in Data Frames - Load Data Frames - Invalid values and outliers - Descriptive Statistics - Analysis of Variance and Correlation - Basics of Linear Regression - Classification.

Unit – V **(15 Hours)**

Exploratory Analysis with base graphics tools in R (box plots, bar charts, line plots, heat map, etc.) Customize plot axes, labels, add legends, and add colors - Data Analysis Descriptive Statistics - Spotting problems with Data and Visualization.

Books for Study

1. Seema Acharya (2018). *Data Analytics using R*, 1ˢᵗ Edition, McGraw hill Education (India) Private Limited, New Delhi.
   UNITS: I, II, IV, V

2. Robert I.Kabacoff, (2011).*R in Action-Data Analysis and Graphics with R,* 1st Edition, Manning Publications Co, Newyork.
    UNIT III

Books for Reference

1. Gareth James, Daniela Witten, Trevor Hastie, and Robert Tibshirani (2013), *Introduction to Statistical Learning with Applications in R*, 1st Edition, Springer, New York, NY.
2. Christian Kleiber and Achim Zeileis (2008). *Applied Econometrics with R*, 1st Edition, Springer -Verlag, New York.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours	Credits
V	21UCC53CC10		CORE – 10 DATA ANALYSIS USING R				5	2

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	2	2	1	3	2	3	1	1	2.1
CO–2	3	1	3	1	1	3	2	3	1	2	2
CO–3	3	3	3	2	1	3	1	3	1	3	2.3
CO–4	3	1	3	3	2	3	2	3	1	2	2.3
CO–5	3	3	3	1	2	3	2	3	1	2	2.3
Mean overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCC53CP05	SOFTWARE LAB-V: DATA ANALYSIS	2	1

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	installing the working environment and updating the Essential Packages	K1,
CO–2	exploring the Basic R programming components	K2
CO–3	coding to explore the features of operators and looping concepts	K3
CO–4	working the statistical measures	K3
CO–5	plotting the insights using visualization	K4

Exercises

I. Simple Experiments

1. Installing R and packages in R.
2. Programs on data types and Functions in R
3. Creating and manipulate a vector, matrix
4. Operations on Data Frames, Lists in R.
5. Programs on Operators in R.
6. Programs on If – else statements in R.
7. Programs on For Loop in R.
8. Programs on While Loop in R.
9. PLOT Function in R to customize graphs.
10. Usage of histogram on List, Vector

II. Experiments with Insights of R

1. **R as Calculator Application**
   a) Using with and without R objects on console
   b) Using mathematical functions on console
   c) Write an R script, to create R objects for calculator application and save in a specified location in disk.

2. **Descriptive Statistics in R**
   a) Writing of R script to find basic descriptive statistics using summary, str, quartile function on mtcars& cars datasets.
   b) Writing of R script to find subset of dataset by using subset (), aggregate () functions on iris dataset.

3. **Reading and Writing Different Types of Datasets**
   a) Reading different types of data sets (.xlsx, .csv) from Web / disk and writing in file in specific disk location.
   b) Reading Excel data sheet in R.

c) Reading XML dataset in R.

4. **Visualizations**
   a) Finding the data distributions using box and scatter plot.
   b) Finding the outliers using plot.
   c) Plotting the histogram, bar chart and pie chart on sample data.

5. **Correlation and Covariance**
   a) Finding the correlation matrix.
   b) Plotting the correlation plot on dataset and visualize the relationships among data on iris data set.
   c) Analysis of covariance, variance, if data have categorical variables on iris data set.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours		Credits
V	21UCC53CP05		SOFTWARE LAB-V: DATA ANALYSIS				2		1
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	3	3	1	3	3	3	1	3	2.6
CO–2	3	2	3	3	1	3	3	3	1	2	2.4
CO–3	3	3	3	3	1	3	3	3	1	2	2.5
CO–4	3	2	3	1	1	3	3	3	1	3	2.3
CO–5	3	3	2	1	1	3	3	3	1	3	2.3
Mean overall Score											2.42 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCC53ES01A	DSE-1: BUSINESS LAW	5	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	acquire the basic knowledge on laws of Indian contract Act	K1
CO–2	understand the principles of special contract	K2
CO–3	understand the laws relating to sale of goods act	K2
CO–4	apply concepts, principles at while undergoing bailment and pledge	K3
CO–5	analyse the concepts of laws of agency	K4

Unit – I   **(15 Hours)**
Nature and source of business law - Law of Contract **-** Nature of contract – Essentials of Contract - Effect of Void, Voidable, Valid, Illegal, Unlawful Agreements - Contingent contract – remedies for breach of contract – quasi contract.

Unit – II   **(15 Hours)**
Special Contracts **-** Contract of Indemnity and Guarantee – Distinction between Indemnity and guarantee – Kinds of guarantee – rights of surety - discharge of surety.

Unit – III   **(15 Hours)**
Bailment and Pledge – Bailment - Classification – duties and rights of Bailer and Bailee – finder of lost goods – termination of bailment – Pledge – difference between bailment and pledge – rights and duties of Pawnor and Pawnee.

Unit – IV   **(15 Hours)**
Sale of Goods Act **-** Sale of goods - Difference between Sale Agreement - other Disposition of goods – Implied conditions and warranties – Transfer of property in title to goods – unpaid Sellers rights

Unit – V   **(15 Hours)**
Law of Agency - Law of Agency – Definition – various kinds of Agency – Agency by Estoppel – Agency by Ratification – Rights and duties of Third parties to principles and agent – Termination of Agency

Book for Study
Kapoor N.D,(2011), *Elements of Mercantile Law* – 1st Edition Published by Sultan and Sons, NewDelhi

Books for Reference

1. Shukla .M.C., (2010), *Manual of Mercantile Law*, 1st edition Published by S. Chand & Co., New Delhi.
2. Gogna.P.P.S.,(2009). *A Textbook of Mercantile Law*, 1st edition Publised by S. Chand & Co, NewDelhi.
3. Jain.D.P.,(2009). *Mercantile Law*.1st edition Publised by Konark Publishers Pvt. Ltd. , New Delhi.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours		Credits
V	21UCC53ES01A		DSE-1: BUSINESS LAW				5		3

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	3	2	2	3	3	3	3	2	2.7
CO–2	3	3	3	3	2	3	3	2	2	3	2.7
CO–3	3	3	3	2	3	2	3	2	3	2	2.6
CO–4	3	3	3	3	2	2	3	2	2	3	2.8
CO–5	3	3	3	2	3	2	3	2	2	3	2.6
Mean overall Score											2.7 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCC53ES01B	DSE – 1 CUSTOMER RELATIONSHIP MANAGEMENT	5	3

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	acquire the basic knowledge on customer relations	K1
CO–2	understand the relevance of relationship marketing approach	K2
CO–3	understand the importance of automation of customer services, supply chain management	K2
CO–4	apply concepts, principles at while undergoing analytical customer relationship management	K3
CO–5	Analyse the sales force automation	K4

Unit – I (12 Hours)

CRM concepts – Acquiring customers - Cost of Acquiring Customers – Customer loyalty and optimizing customer relationships – CRM defined – success factors, the three levels of Service/ Sales Profiling - CRM and Business Intelligence - CRM and Business Intelligence

Unit – II (12 Hours)

CRM Approach - drawbacks - emerging challenges in the marketing front - Relationship marketing – definition - concepts - relevance of relationship marketing approach - significance - building customer loyalty, developing relationship strategies for different types of business under different competitive environment.

Unit – III (12 Hours)

CRM and Customer Service - Call centre and customer Care - automation of Contact Center - Call Routing - Web Based Self Service - Call Scripting - Cyber Agents - Work force Management - Customer Service - Automation. CRM in e-business, CRM - multi-channel , CRM on B2B, ERP - SCM - Supplier Relationship Management - Partner Relationship Management - e-Business Checklist for Success.

Unit – IV (12 Hours)

Analytical CRM - CRM and the Data Ware House - Enterprise CRM – OLAP - Data Mining in CRM - Personalization and Collaborative Filtering - Delivering CRM - Defining CRM Success - Preparing Business Plan -Understanding Business Process - Choosing your CRM Tool.

Unit – V (12 Hours)

CRM and sales force Automation - Objectives - features - benefits -Implementation Issues - Sales process activity management - Sales and territory management - Contact management - load management.

Book for Study
Customer Relationship Management: Emerging Concepts, Tools and Applications, 2017 by G Shainesh Jagdish N Sheth, Parvatiyar Atul, McGraw Hill Education, India

Book for Reference
1. Alok Kumar Rai, *Customer Relationship Management Concept & Cases,* Prentice Hall of India Private Limited, New Delhi. 2011
2. S. Shanmugasundaram, *Customer Relationship Management*, Prentice Hall of India Private Limited, New Delhi, 2008
3. Kaushik Mukherjee, *CRM*, Prentice Hall of India Private Limited, New Delhi, 2008
4. Dyche J, (2002), *The CRM Handbook*, Pearson Education, New Delhi.
5. Gosney JW & Boehm T P, (2001), *Customer Relationship Management Essentials*, Prentice Hall of India, New Delhi.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course						Hours	Credits
V	21UCC53ES01B			DSE – 1 : CUSTOMER RELATIONSHIP MANAGEMENT						5	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	3	2	2	3	2	3	2	2	2.4
CO–2	3	3	2	3	2	2	3	3	2	2	2.5
CO–3	3	3	3	2	3	2	3	2	3	2	2.6
CO–4	3	2	2	3	2	2	3	2	2	2	2.5
CO–5	3	2	3	2	3	2	3	2	2	3	2.5
Mean overall Score											2.5 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCC53ES02A	DSE -2 : MANAGEMENT OF BANKING	5	3

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	learn the fundamentals of banking system and monetary parameters	K1
CO–2	acquire the various product and service knowledge related to banking sector	K2
CO–3	gain Competency in Security creation, NPA and BASEL Frameworks	K3
CO–4	critically analyze regulatory framework of banking sector	K4
CO–5	transact with the bank with ease and fill up the forms correctly	K4

Unit – I (15 Hours)

Fundamental role and evolution - Banking structure in India - Licensing of banks in India and Branch licensing - Foreign Banks, Private Banks - Capital and Voting rights, Dividend and Corporate Governance - Cash Reserve Ratio (CRR), Statutory Liquidity Ratio (SLR), Repo and Reverse Repo - Open Market Operations - Security Valuation and Capital Account Convertibility.

Unit – II (15 Hours)

Kinds of deposits - Joint accounts – Nomination - Closure of deposit accounts and Deposit insurance - Fund-based services - Non-Fund based services - Money Remittance Services and Banking Channels - Roles of Banks - Bankers' obligation of secrecy.

Unit – III (15 Hours)

Pledge, Hypothecation - Mortgage and Assignment - Non-Performing Assets - NPA categories - NPA Provisioning Norms and SARFAESI Act

Unit – IV (15 Hours)

Profit and Loss account and Balance Sheet - CAMELS framework - Bank for International Settlements (BIS) - BASEL Accords.

Unit – V (15 Hours)

Anti - Money Laundering and Know Your Customer - Banking Ombudsman Scheme 2006 - Indian Contract Act 1872 and Sales of Goods Act 1930 - Negotiable Instruments Act 1881 and The Limitation Act 1963 - Financial Inclusion.

Book for Study

Sundar Sankaran (2011). *NCFM- Banking Sector Module* Mumbai: National Stock Exchange of India Ltd. (Refer Latest Module)

Book for Reference

1. Neelam C. Gulati. (2010). *Principles of Banking Management*. 1st Edition, Published by Excel Books Pvt Ltd, New Delhi:

2. Robert Wright. (2012). *Money and Banking*. 1st edition, Published by Saylor Foundation, Washington.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours	Credits
V	21UCC53ES02A		DSE -2 : MANAGEMENT OF BANKING				5	3

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	1	3	3	1	2	3	2	3	2	2.2
CO–2	3	1	2	3	2	1	3	3	3	3	2.4
CO–3	2	3	2	3	2	2	3	3	2	1	2.3
CO–4	3	3	3	3	3	1	2	3	2	1	2.4
CO–5	2	3	3	2	1	2	3	1	3	2	2.2
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCC53ES02B	**DSE -2 BUSINESS MANAGEMENT**	5	3

CO No.	**CO–Statements** On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	familiarize the students with the basics of principles of management	**K1**
CO–2	enable the students to understand the skills and tactics required for discharging different functions of Business Management	**K2**
CO–3	know the concepts, theories and process of organizing and motivation	**K3**
CO–4	distinguish centralization and decentralization and different types of departmentation	**K4**
CO–5	understand the elements of direction and practice the appropriate method of leadership	**K3**

Unit – I (15 Hours)

Management - Concept, nature, process, functions and significance - Development of management thoughts; management principles- Managerial roles.

Unit – II (15 Hours)

Planning: Concept, process and types - Decision making: concept and process; Bounded rationality; Management by objective; Environment analysis and diagnosis; Strategy formulation. Human resource management: Concepts, Role and Functions

Unit – III (15 Hours)

Organizing: Concept, nature, process, and significance; Authority and responsibility relationships; Centralization and Decentralization; Departmentation; Organization structure - forms and contingency factors - Conflict and Coordination.

Unit – IV (15 Hours)

Motivation - concept; Theories - Maslow, Herzberg, McGregor, and Ouchi; Financial and non - financial incentives. Management of Change; - Concept, nature, and process of planned change. Strategic management: concepts, Theories

Unit – V (15 Hours)

Leadership - concept and leadership styles - Leadership theories - Likert's System management - Communication - nature, process, networks and barriers - Effective communication. Managerial control; concept and process; Techniques of control - Traditional and modern

Book for Study

L.M. Prasad (2019), *Principles and Practice of Management*, 10th Edition, Sultan Chand & Sons, New Delhi.

Books for References
1. J.Jayasankar, *"Priciples of Management"* Margham Publications, Chennai, 2011.
2. E.Dharmaraj, *"Principles of Management"* SIMRES Publications, Chennai, 2010.
3. G.B. GUPTA *"Business Organization and Management"* Sultan Chand & Sons, New Delhi, 2002.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course					Hours		Credits
V	21UCC53ES02B		DSE -2 : BUSINESS MANAGEMENT					5		3

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	1	3	3	1	2	3	2	3	2	2.2
CO–2	3	1	2	3	2	1	3	3	3	3	2.4
CO–3	2	3	2	3	2	3	3	3	2	1	2.4
CO–4	3	3	3	3	3	1	2	3	2	1	2.4
CO–5	2	3	3	2	2	2	3	1	3	2	2.3
Mean overall Score											2.34 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCC53IS01	INTERNSHIP	-	2

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	gain experiential learning	K3
CO–2	gain working experience in an actual workplace environment	K3
CO–3	integrate theory and practice, and to understand the limitations of their current knowledge	K3
CO–4	work in a team and to collaborate with people with diverse background	K3
CO–5	broaden their social and cultural experience, and to develop their social and cultural values and to prepare for their life-long career	K3

Evaluation Pattern
Assessment and Evaluation:
1. Each student should undertake an internship study of the organization for a period of Four weeks during May & June, during the summer vacation at the end of the fourth semester.
2. This study will help the student to have a clear knowledge of what an organization is & the major factors that lead to the structuring of the organization & how good an organization structure will enable in achieving the objectives effectively & efficiently. The study will also reinforce the theoretical knowledge acquired in terms of applications.
3. The faculty mentor will be assigned to each student by the department.
4. The study should cover the following topics:
   a) Profile of the organization.
   b) Mission, objectives & strategies of the organization.
   c) Organization design & structure
   d) Policies & procedures followed.
   e) Products, competitors.
   f) SWOT analysis of the organization.
   g) Key result areas of the organization.
   h) Sales development.
   i) System of accounting followed.
   j) Significant factors for success.
   k) Performance appraisal system.
   l) Financial highlights.
   m) Future plans for the growth of the organization.
   n) Sustainability.
5. Students should interact with the faculty mentor & report the progress made.

6. The Internship report has to be submitted latest by July 1st which will be evaluated for 100 marks and carries two credits.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours		Credits
V	21UCC53IS01		INTERNSHIP				-		2

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	1	3	1	2	3	2	3	3	2	2.3
CO–2	2	3	2	3	3	3	3	3	1	2	2.5
CO–3	2	1	2	3	3	3	2	2	2	1	2.1
CO–4	3	1	2	1	3	3	2	3	3	1	2.2
CO–5	2	3	3	2	3	2	1	3	3	3	2.5
Mean overall Score											**2.32 (High)**

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCC53SP01A	**SELF-PACED LEARNING : TRAINING AND DEVELOPMENT**	-	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	understand the perspective of learning and identify their learning styles	K1
CO–2	assess and determine the training needs of the organization	K2
CO–3	design training that meets the organizations' strategic goals	K3
CO–4	apply blooms' taxonomy	K4
CO–5	be aware of the field of learning and development and its role in optimizing performance, career development and personal growth	K4

Unit – I

Training methods - Determining the best method of training - Using e-learning - Levels of technology - based training - Selecting the appropriate training design – Transfer – of - training theories Training evaluation process (Kirkpatrick) - Training transfer model - Support of transfer and transfer strategies

Unit – II

Andragogy and adult learning theory - Characteristics of adult learners - Learning outcomes, domains - Learning styles, cycle and process - Learning theories - Applying learning theory to training

Unit – III

Setting training goals and objectives - Bloom's taxonomy and the three learning domains - Writing SMART objectives - Establishing the training budget - Developing the Training Program - Program design - Content derivation - Content sequencing - Developing lesson plan

Unit – IV

Emphasis on training today - Linking training to the strategic plan - Instructional design - Needs assessment and needs analysis - Determining whether training is the best solution

Unit – V

Planning the training - Room layout - Selecting a trainer - Effective presentation skills Evaluation and Return on Investment - Training evaluation – Benefit - cost ratio - Link training to organization success

Book for Study

Noe, R. (2008), *Employee Training and Development* 1st edition, published by McGraw-Hill, New York, USA

Books for Reference

1. Planning Tool form www.planware.org/strategicplanner.htm
2. Evaluation model www.businessballs.com/kirkpatricklearningevaluationmodel.html
3. Presentation skills from www.presentationskills.info/presentationskills.htm
4. Transfer of learning from www.nwlink.com/~donclark/hrd/learning/transfer.html
5. Atherton, J. (2005). *Learning and Teaching: Experiential Learning.* Retrieved September 10, 2008, from www.learningandteaching.info/learning /experience.htm
6. Bloom's Taxonomy from www.nwlink.com/~donclark/hrd/bloom.html
7. Kolb Learning from www.businessballs.com/kolblearningstyles.htm
8. Learning Style test from www.coe.iup.edu/rjl/instruction/cm150/selfinterpretation /kolb.htm

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours	Credits
V	21UCC53SP01A		SELF-PACED LEARNING : TRAINING AND DEVELOPMENT				-	2

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	3	3	2	2	2	3	3	2	2.5
CO–2	3	2	3	2	3	2	2	3	3	2	2.5
CO–3	1	3	2	1	3	2	1	2	2	3	2.0
CO–4	3	1	3	3	1	3	2	3	3	1	2.3
CO–5	1	3	2	1	3	2	3	2	3	2	2.2
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCC53SP01B	**SELF PACED LEARNING : EVENT MANAGEMENT**	-	2

CO No.	**CO–Statements**	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	acquaint with the knowledge and concept issues and various aspects of event management	**K1**
CO–2	take up facets of event management	**K2**
CO–3	understand the strategies of event management	**K3**
CO–4	apply the concepts of activities in event Management	**K3**
CO–5	understand and create an event that achieves specific objectives for the host/client	**K4**

Unit – I

Event: Meaning, Importance - Event Designing, 5 C's of Events. - 5 W's of Event. - Types of Events - Categories - characteristics. - Objectives – Functions.

Unit – II

Facets of Event Management**:** Event Infrastructure - Core Concept - People, Talent, Structure. Clients - Set Objectives - Contracts with Event Organizers, Locating Interaction Points, Banners and Displays - Staff for the Event, Post-event Follow-up - Event Organizers: Role - Qualities – Steps- in-house Venue, External Venue.

Unit – III

Execution of Event: Networking Components: Print Media, Radio Television, Internet, Cable Network, Outdoor Media, Direct Media. Importance - Types - Sales Promotions, Audience Interaction, Public Relations, Merchandising, In-venue Publicity, Direct Marketing, Advertising, Public relations. Activities - Pre-event - During event - Post-event. Event Management Information System - Technology - Role and Importance

Unit – IV

Marketing of Event: Segmentation - Niche marketing – Targeting - Positioning - Branding - Reach Interaction Matrix - Concept of Pricing in Events. Legislation and Tax Laws - Marketing Communication Tool - Marketing Plan - Relationship Building, Brand Building, Focusing - Creating Opportunities - Events and the Economy - Concept of Ambush Marketing.

Unit –V

Strategies of Event Management: Strategic Approach - Competitive Analysis – Types - Strategic Alternatives - Objectives. Pre-Event Planning Model (PREP) - Risk versus Return

Matrix. - Forms of Revenue Generation. - Basic Evaluation Process: Establishing Tangible Objectives and Sensitivity in Evaluation, Measuring Performance, Correcting deviations, Critical Evaluation Points in Events.

Book for Study
Gaur, Sanjaya Singh, *Event Marketing and Management*, Vikas Publishing House Pvt Ltd. 2013

Books for Reference
1. Wagen, Lynn Van Der, *"Event Management",* Pearson Education. 2012
2. Sharma, Diwakar, *"Event Planning and Management"* Deep & Deep Publication Pvt Ltd. 2005.
3. Raj, Razaq, *"Event Management"*, SAGE Publication India Pvt. Ltd. 2012.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours		Credits
V	21UCC53SP01B		SELF PACED LEARNING : EVENT MANAGEMENT				-		2

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	2	1	2	3	3	2	2	2	2.2
CO–2	3	3	2	2	3	1	3	3	2	2	2.4
CO–3	2	3	3	2	2	2	2	3	1	2	2.2
CO–4	3	3	2	1	2	3	3	3	2	2	2.4
CO–5	2	3	3	2	2	2	3	2	2	1	2.3
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21UCC53SP01C	**SELF PACED LEARNING: SECURITY IN INFORMATION TECHNOLOGY**	-	2

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	know the basics of Information Security	**K1**
CO–2	understand the Threats and various Attacks	**K2**
CO–3	understand and analyze the Risk Management	**K3**
CO–4	implementing the various Security Mechanism	**K3**
CO–5	analyze the various security policies	**K4**

Unit – I

Information security – introduction – History - critical characteristic of Information - Components of an information system - securing components

Unit – II

Business needs – Threats – Attacks - Malicious code – Hoaxes - Back doors - Password crack - Brute force – Dictionary – DoS – Spoofing - Man-in-the-middle – Spam - Mail Bombing, Sniffers - Social Engineering - Buffer Overflow - Timing Attack.

Unit – III

Risk – meaning - overview of risk management - risk identification - risk assessment - risk control strategies - selecting a risk control strategy.

Unit – IV

Information security policy - introduction - standards and practices- information security blueprint - continuity strategies - introduction to ISO27000 series.

Unit – V

Physical design - introduction – Firewalls - protecting remote connections - Intrusion Detection - Access control and other tools.

Book for Study

Michael E. Whitman and Herbert J. Mattord (2012) *Principles of Information Security*, 4th Edition, Thomson Course Technology, Boston

Book for Reference

1. Suresh K Basendra (2001). *ComputersToday*, 1st Edition, Galgotia publication private Ltd., New Delhi.

2. Jane Calabria and Dorothy Burke (1998). *Microsoft Office user Specialist, Power Point 97 Exam Guide,* 1st Edition, PHI New Delhi.
3. Taxali, R.k (1998). *PC Software for WINDOWS Made Simple*, 1st Edition, Tata McGraw–Hill Publishing Company Limited, New Delhi.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course					Hours	Credits
V	21UCC53SP01C		SELF PACED LEARNING: SECURITY IN INFORMATION TECHNOLOGY					-	2

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	2	1	2	3	3	2	2	2	2.2
CO–2	3	3	2	2	3	1	3	3	2	2	2.4
CO–3	2	3	3	2	2	2	2	3	1	2	2.2
CO–4	3	3	2	1	2	3	3	3	2	2	2.4
CO–5	2	3	3	2	2	2	3	2	2	1	2.3
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
V	21USS54SE03	SEC-3: SOFT SKILLS	2	1

CO No.	CO–Statements On successful completion of this course, students will	Cognitive Levels (K –Levels)
CO–1	be keen on developing and sustaining Soft Skills required of an educated youth	K1
CO–2	be trained to present the best of themselves as job seekers to deal with any problem and conflict situations	K2
CO–3	be able to transfer the skills learnt for concrete outcomes and increased productivity of companies	K2
CO–4	be able to develop people skills, life skills that are required to be a good human in the long run and set a living standard	K3
CO–5	be embedded with Employability skills such as "communication", "teamwork", "initiative, "enterprise", the attributes of "reliability", "balance between work -life", "commitment" and continuous learning analyze the bonding in molecules and ions by applying MO theory.	K4

Module 1**: Effective Communication**

Definition of communication, Barriers of Communication, Verbal and Non-verbal Communication; Self introduction matrix, Conversation Techniques, Good manners and Etiquettes, Introduction to Professional Communication, Professional Grooming and Presentation Skills and exercises

Module II: **Resume Writing & Interview skills**

Resume Writing: Basic Resume Formats. Types of Resume - Chronological, Functional and Mixed Resume**,** Steps in preparation of Resume, Sample objectives, Model Resumes. **Interview Skills:** Preparation for interview, Common interview questions, Attitude, Body Language, Mock interviews and Practicum, Figuring out common interview questions and answers

Module III: **Group Discussion:** Definition of GD. The salient features of GD,Factors that influence GD, Outcome of GD, Tips for success in GD, Parameters of GD, Essential Points for GD preparation, GD Topics, Model GD and Practicum.

Module IV: **Personal Effectiveness:** Self Discovery: Personality, Traits of Personality; Personality Tests; Intelligence and Skill Assessment Form. **Goal Setting**: Goal setting Process, Questioneers & Presentations

Module V: **Numerical Ability:** Average, Percentage; Profit and Loss**,** Area, Volume and Surface Area. (Simple Interest, Compound Interest; Time and Work, Pipes and Cisterns; Time and Distance**,** Problems on Trains**,** Illustrations, Boats and Streams; Illustrations-Optional)

Module VI: **Test of Reasoning - Verbal Reasoning:** Series Completion, Analogy. **Non-Verbal Reasoning**

Books for Study
Melchias G, Balaiah John, John Love Joy (Eds), 2018. *Straight from the Traits: Securing Soft Skills,* SJC, Trichy.

Books for References
1. Aggarwal, R.S. 2010. *A Modern Approach to Verbal and Non Verbal Reasoning.* S.Chand, New Delhi.
2. Covey, Stephen. 2004. *7 Habits of Highly effective people,* Free Press. Egan, Gerard. (1994).
3. *The Skilled Helper* (5 Ed). Pacific Grove, Brooks/Cole.
4. Khera , Shiv 2003. *You Can Win.* Macmillan Books , Revised Edition.
5. Melchias G, Balaiah John, John Love Joy (Eds), 2018. Winners in the Making: A primer on soft skills. SJC, Trichy.

Other books
1. Murphy, Raymond. 1998. *Essential English Grammar*. 2nd ed., Cambridge University Press.
2. Sankaran, K., & Kumar, M. *Group Discussion and Public Speaking*. M.I. Pub, Agra, 5th ed., Adams, Media.
3. Trishna's 2006. *How to do well in GDs & Interviews*, Trishna Knowledge Systems.
4. Yate, Martin. 2005. H*iring the Best: A Manager's Guide to Effective Interviewing and Recruiting*

Semester	Course Code	Title of the Course	Hours	Credits
V	**21UCC54EG01**	**GE-I (WS): E-COMMERCE AND E-BUSINESS MANAGEMENT**	**4**	**3**

CO No.	**CO–Statements** On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	familiarize with e-cash and payment schemes and security	**K1**
CO–2	understanding the features, characteristics and evolution in e-commerce	**K2**
CO–3	applyingthe various modes of e-business management	**K3**
CO–4	analyze the different technologies and models for electronic commerce	**K4**
CO–5	analyze the improved efficiency of security in this computer modern world	**K4**

Unit – I (12 Hours)

Needs and Importance, E-commerce Vs Traditional Commerce, Advantages, Impact of Internet on Business, Evolution and Growth in India, Environment and opportunities, Classifications of E-Commerce.

Unit – II (12 Hours)

Electronic market place technologies - Electronic data interchange – Business Models of E-Commerce, key elements of business models, B2C, B2B, C2C, C2B, B2G - Fundamental sales process -Technological elements.

Unit – III (12 Hours)

Modes, Identifying Web presence Goals of E-Marketing – Browsing Behaviour model in E-Marketing, E- marketing strategies - E-advertising – Internet Marketing Trends – E- branding - Concept, Different Models of E Retailing

Unit – IV (12 Hours)

Internet monetary payment and security requirements - payment and purchase order process – online electronic cash – E-Banking applications, payment through mobile, mobile Apps.

Unit – V (12 Hours)

Need for computer security – specific intruder approaches – security strategies and tools – Encryption – Enterprise networking and access to internet – Antivirus programs – security teams - Foundations of performance analysis – ICT performance management-web analytics.

Books for Study

1. Martin kutz, (2016), *Introduction to e-commerce- combining business and information technology*, 1st Edition, Bookboon.com.
   Unit I & II
2. Mahopatra and Sanjay, (2013), *E Commerce Strategy*, 1st Edition, Springer, Boston, MA.
   Unit III
3. Dave C, (2011), *E Commerce and E business Management* - Prentice Hall, 5th Edition, Pearson, New York.
   Unit IV & V

Books for Reference

1. Kamlesh K Bajaj and Debjani Nag, (2005), *E-Commerce*, 1st Edition, Tata McGraw-Hill Education, New York.
2. Kelly Goetsch, (2014), *E-Commerce in the cloud*, 1st Edition, O'Reilly Media, Inc.
3. Daniel Minoli, Emma Minoli, (2017), *Web commerce technology handbooks*, 1st Edition, McGraw-Hill, New York.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course					Hours	Credits
V	21UCC54EG01		GE-I (WS): E-COMMERCE AND E-BUSINESS MANAGEMENT					4	3

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	3	2	2	1	3	3	2	3	3	2.5
CO–2	3	3	1	1	2	3	3	3	2	3	2.4
CO–3	3	3	1	2	2	3	3	3	3	3	2.6
CO–4	3	3	3	2	2	2	2	3	3	3	2.6
CO–5	3	3	3	1	1	2	2	3	2	3	2.3
Mean overall Score											2.4 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCC63CC11	**CORE – 11 :** **INCOME TAX LAW AND** **PRACTICE**	7	4

CO No.	**CO–Statements** On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	enable the students to know the basic concepts of income tax	**K1**
CO–2	understand the calculation procedure of income from salary and its deductions	**K2**
CO–3	determine the House Property Income	**K3**
CO–4	apply the rules of direct taxes for calculation of Income tax of an Individual and filing of tax returns	**K3**
CO–5	understand and analyze the Gain on business or profession and capital gains in real life situation	**K4**

Unit – I **(21 Hours)**
Income tax- Definitions - Previous Year, Assessment Year, Persons, Assessee, sources of Income, Gross Total Income, Capital and Revenue Receipts and Expenditure, Residential status and Incidence of Tax, Incomes exempt under Sec.10.

Unit – II **(21 Hours)**
Computation of Income from Salary: Meaning and forms of salary - Taxability of Allowances, Valuation and Taxability of perquisites, Deductions from salary income.

Unit – III **(21 Hours)**
Computation of Income from House Property: Types of House property - Taxability of income from let out property and self - occupied property, Treatment of unrealized rent and Arrears of Rent. Deduction u/s 24,

Unit – IV **(21 Hours)**
Computation of Income from Business or Profession: Sources - Deductions – allowable and disallowable items under the Act - methods of valuation of closing stock.

Unit – V **(21 Hours)**
Computation of Income from Capital Gains and Other Sources**:** Capital Gains exempt from Income Tax, Meaning of transfer, Cost of Acquisitions and Cost of Improvement - Long Term and Short Term Capital gain – Income from other sources - Grossing up of interest.

Book for Study
Dr Vinod K Singhania, *Students Guide to Income Tax*, Taxmann Publications Pvt ltd., New Delhi (Latest Edition)

Book for Reference

1. N.Hariharan, *Income tax law and Practice*, Vijay Nicole, Chennai (Latest)
2. Bagavathi Prasad, *Income Tax Law and Practice*, Wishwa Prakashan, New Delhi. (Latest)
3. Reddy and Reddy, *Income Tax Law and Practice*, Margam Publication, Chennai. (Latest)

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course					Hours		Credits
VI	21UCC63CC11			CORE – 11 INCOME TAX LAW AND PRACTICE					7		4
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	2	2	1	3	3	2	2	3	2.2
CO–2	2	3	2	1	2	3	3	2	2	3	2.3
CO–3	1	2	3	2	3	2	3	2	3	2	2.3
CO–4	1	2	2	3	1	2	3	2	2	3	2.1
CO–5	1	2	2	2	3	1	3	2	2	3	2.1
Mean overall Score											2.2 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCC63CC12	**CORE – 12** **FINANCIAL ACCOUNTING** **PACKAGE –TALLY PRIME**	3	2

CO No.	**CO–Statements** On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	gain a thorough knowledge of the fundamental concept on Accountancy and Tally	**K1**
CO–2	understand the importance of maintaining various book of accounts using Tally Prime	**K2**
CO–3	apply and practice about the various Accounting and Inventory vouchers	**K3**
CO–4	prepare accounts for various entities under different situations	**K4**
CO–5	prepare accounts for non- trading concerns	**K4**

Unit – I   (9 Hours)
Computerized Accounting - introduction - Significance - Advantages – Disadvantages – Computerized General Ledger System – Spreadsheet Softwareand Its Applications – Different Software Available in the Market Advantages – Disadvantages

Unit – II   (9 Hours)
Accounting Software Tally: Characteristics of the Software – Creation of a Company – Security Control – Configuration – Accounts Information – Creation of Ledgers – Vouchers – Types of Vouchers – Cost Center Budgets – Balance Sheet – Alteration of Vouchers – Audit – Trial – P & L a/c – Ratio Analysis – Security – Limitations of Tally – Short Cut Keys

Unit – III   (9 Hours)
Tally's Forte (Reports): Displaying Reports – Characteristics – Objectives – Printing Reports – Display Account Books – Display Statement of Bank Reconciliation of Bank Accounts – Display Inventory Reports – Expert Usage

Unit – IV   (9 Hours)
Inventory Handling Using Tally – A Practical Approach: Creation of Stock Groups – Creation of Stock Categories – Creation of Stock Items – Creation of Godown – Creation of Units of Measure – Inventory Vouchers.

Unit – V   (9 Hours)
Accounts of Banking Companies and Departmental Accounting: Objectives – Characteristics – Advantages – Disadvantages – Preparation of Accounts Using Tally in Departmental

Accounts – Usefulness in Banks – Ledger Preparation – Guidelines of RBI for Profit & Loss Account – Expert Usage.

Book for Study

Robert Hunt & John Shelly, (2018), *Computers and Common Sense*, 2nd edition, published by Prentice Hall of India, New Delhi.

Book for Reference

1. Martin, (2020), *Principles of Data Base Management*, 1st edition, published by Prentice Hall of India, New Delhi.
2. Sulochana, Kalyani, (2019), *Accounting Systems*, 1st edition, published by Kalayani, Hyderabad.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course						Hours	Credits
VI	21UCC63CC12			CORE – 12 : FINANCIAL ACCOUNTING PACKAGE –TALLY PRIME						3	2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	1	3	3	1	2	3	2	1	2	2.2
CO–2	3	1	2	3	2	1	3	3	1	3	2.4
CO–3	2	3	2	3	2	2	2	3	2	1	2.3
CO–4	3	3	3	2	2	1	2	3	2	1	2.4
CO–5	2	3	3	2	1	2	3	1	3	2	2.2
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCC63CP06	SOFTWARE LAB 06: FINANCIAL ACCOUNTING PACKAGE – TALLYPRIME	4	2

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	extract profit and loss account and balance sheet through ledger account balances and adjustment entries	K4
CO–2	pass entries for transactions in accounting vouchers with or without stock items	K4
CO–3	pass entries for transactions requiring special features such as TDS, VAT, CST,GST Cost centers and Payrolls	K4
CO–4	carry out order processing and maintain accounting records along with inventory records and generate reports	K4
CO–5	work as an accountant or a storekeeper in the computerized environment of business organizations	K4

Exercise

1. Company creation
2. Shut a company
3. Select a company
4. Alter company details
5. F11: Company Features
6. F12: Configuration
7. Single Ledger Creation
8. Multi Ledger Creation
9. Altering and Displaying Ledgers
10. Group Creation
11. Single Group Creation
12. Multiple Group Creation
13. Displaying Groups an Ledgers
14. Displaying Groups
15. Display of Ledger
16. Creation of Stock Item
17. Creation of Godown
18. Trading and Profit and Loss Account

19. Balance sheet

20. Types of Assets and Liabilities included in a Balance Sheet

21. Creation, alteration and deletion of company

22. Creation, alteration and deletion of primary and secondary accounting groups.

23. Final A/Cs with adjustments (Creation and deletion of ledgers)

24. Voucher entry problems in double entry mode

25. Voucher entry problem in single entry mode.

26. Voucher entries using cost centre, Cost Category

27. Budget preparation and reporting variance

28. Payroll preparation

29. Accounting vouchers using stock items

30. Order processing and inventory vouchers

31. Generation of accounting books and reports

32. Generation of inventory books and reports.

33. TDS, VAT, CST, and Excise

34. GST

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course				Hours	Credits
VI	21UCC63CP06			SOFTWARE LAB 06: FINANCIAL ACCOUNTING PACKAGE – TALLYPRIME				4	2
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	3	3	2	2	2	3	3	2	2.5
CO–2	3	2	3	2	3	2	2	3	3	2	2.5
CO–3	1	3	2	1	3	2	1	2	2	3	2
CO–4	3	1	3	3	1	3	2	3	3	1	2.3
CO–5	1	3	2	1	3	2	3	2	3	2	2.2
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCC63ES03A	**DSE-3: INVESTMENT MANAGEMENT AND STOCK TRADING**	5	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	understand the various investment avenues that benefit individual and nation	K1
CO–2	acquire knowledge on various tools and techniques of financial risk management	K2
CO–3	able to analyse the industry, company and economy operation	K3
CO–4	identify the variations of options, Futures and determine the functions of OTCE1, in various markets	K4
CO–5	perceive the various trends of technical analysis	K4

Unit – I   **(15 Hours)**

Investment – Meaning, Importance - Features - Process – Nature and Scope – Deposits – Insurance – Mutual Funds - Real Estates - Financial Markets – Industrial Securities – Stock Exchange – Over the Counter Exchange of India (OTCEI) –National Stock Exchange (NSE) – Share Market – Commodity Market.

Unit – II   **(15 Hours)**

Risk and Return Analysis: risk - sources of financial risk: credit vs. Market, default risk, foreign exchange risk, interest rate risk, purchasing power risk - Types of risks – Credit Rating Information Services of India Limited (CRISIL) – Investment Information and Credit Rating Agency of India Limited (ICRA). Security Exchange Board of India (SEBI) guidelines.

Unit – III   **(15 Hours)**

Approaches to Security And Technical Analysis :Fundamental analysis - Gross Domestic Product (GDP) – Inflation - Influence of the economy- Economy Vs Industry and Company- Industry analysis- Company analysis - Guidelines for Investment- Technical analysis - Basic tenets- Dow theory- Index - Major trends- Principles.

Unit – IV   **(15 Hours)**

Derivatives, Options & Futures Trading: Types - Factors – Option value – valuation - Limitations – Characteristics – Futures – Distinctions: Forwards and Futures - Futures and Options.

Unit – V   **(15 Hours)**

Stock Trading: Importance – Trading account - Online Stock Trading – brokerage – Research Stocks – Deciding – Trade first stock – advanced – alternative – Opportunities – Dematerialized Account (Demat).Initial Public Offering (IPO).

Book for Study
Dr. L. Natarajan, *"Investment Management",* Margham Publications, Chennai. 2016

Books for Reference
1. Preethi shing, *"Investment Management",* Himalaya Publishing House, New Delhi.2016
2. V. Aavadhani - *Investment & Securities markets In India*, Himalaya Publishing House, New Delhi, 1999.
3. Donald E Fischer & Ronald J Jordan, *"Security analysis and Portfolio Management"*, Prentice Hall of India Pvt limited, New Delhi, 2001.
4. PunithavathiPandian, *"Security Analysis and Portfolio Management"*, Vikas Publishing House, Delhi.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours	Credits
VI	21UCC63ES03A		DSE -3 : INVESTMENT MANAGEMENT AND STOCK TRADING				5	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	2	3	1	3	3	2	2	3	2.4
CO–2	2	3	2	1	2	3	3	2	2	3	2.3
CO–3	2	2	3	2	3	2	3	3	3	3	2.6
CO–4	1	2	2	3	2	2	3	2	2	3	2.2
CO–5	3	2	2	2	3	2	3	2	2	3	2.4
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCC63ES03B	DSE -3 : INDIAN FINANCIAL SYSTEM	5	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	know the concept, significance and functions of Indian financial system	K1
CO–2	understand the recent developments in the money market	K2
CO–3	examine the recent trends in primary, secondary and capital markets	K3
CO–4	manipulate the outline of banking and non- banking financial institutions	K3
CO–5	analyze the regulatory institutions of RBI and SEBI	K4

Unit – I **(15 Hours)**

Financial system: Meaning and significance - functions of the financial system - Financial Assets- Financial markets – Classification - Financial instruments - Weakness of Indian Financial System.

Unit – II **(15 Hours)**

Money Market: Definition-Features – Objectives- Features of a developed money market - Importance of money market - Composition of money market - Operations and Participants - Money market Instruments - Features of Indian money market - Recent developments.

Unit – III **(15 Hours)**

Primary, Secondary and Capital markets: New issue market – Meaning - Functions - Methods floating new issue - Intermediaries in the new issue market - Merchants bankers and their functions - Recent trends in new issue market - Stock Exchange – Functions - Structure of stock exchanges – BSE – NSE - Listing of securities - Advantages of listing - Methods of trading in stock exchanges – Online trading - Stock indices

Unit – IV **(15 Hours)**

Financial institutions: Commercial banks - Development financial institutions - Non banking financial corporation's - Mutual funds, insurance companies - Objectives and functions (only a brief outline)

Unit – V **(15 Hours)**

Regulatory institutions: RBI - Role and functions - The Securities and Exchange Board of India – Objectives – Functions – Powers - SEBI guidelines for primary and secondary market.

Book for Study

MY Khan, *Indian Financial System*, Eleventh edition, Mc Graw Hill Publishers, 2019

Books for References:

1. Bharti V. Pathak, *Indian Financial System*, Fifth edition, Perarson education, 2018.
2. E. Gordon & K. Natarajan, *Financial Markets & Services*, Tenth Edition, Himalaya Publishing, 2008.
3. K Gupta N. Aggarwal, *Indian financial system,* Kalyani publications, 2015.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course				Hours		Credits
VI	21UCC63ES03B			DSE -3: INDIAN FINANCIAL SYSTEM				5		3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	3	2	2	3	2	2	2	1	2.1
CO–2	2	3	3	3	2	3	3	2	2	1	2.3
CO–3	1	3	3	3	2	2	3	3	2	2	2.3
CO–4	2	2	3	3	2	2	3	3	2	2	2.2
CO–5	1	3	3	2	2	2	3	3	1	3	2.2
Mean overall Score											2.34 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCC63ES04A	**DSE -4:** **ADVERTISING AND SALES** **PROMOTION** **MANAGEMENT**	5	3

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	develop a media plan for a well-researched and planned media mix	K1
CO–2	decode consumer behaviour analytically	K2
CO–3	critically analyze different types of promotion media using media metrics	K3
CO–4	design a sales promotion plan	K4
CO–5	articulate Sales Promotional techniques used in modern marketing	K4

Unit – I   **(15 Hours)**

Advertising to Persuade the Buyer – Importance of Advertising in Marketing – Role of Advertising in Marketing Mix and Positioning – Advertisers and Advertising Agencies Choosing an Advertising Agency – Exciting world of Indian Advertising

Unit – II   **(15 Hours)**

Overview of an Advertising Agency – Departments of Advertising Agency – Creative Department – Media Department – Client Servicing department – Marketing research department – Setting Advertising objectives

Unit – III   **(15 Hours)**

Advertising Copy – Types of advertising copy – Creativity in Advertising – Copy Testing Methods – Visual Strategies – Art department Specialists – Developing a layout – Power of synergy

Unit – IV   **(15 Hours)**

Perceived Role of Advertising – Advertising Standards Council of India (ASCI) – Forms of Ethical violations, Misleading advertising – Advertising to children – Product endorsements – Stereotyping – Cultural – Religious and racial sensitivity in advertising. – Obscenity in Advertising

Unit – V   **(15 Hours)**

Importance of Sales Promotions – Strengths and Limitations of Sales Promotion – Difference Between Sales Promotion and Advertising – Tools and Techniques of Consumer Sales Promotion – Trade Promotions – Organizing Sales Promotion Campaigns.

Book for Study

D'Souza Alan & Shah Kruti (2018), *Advertising and Promotions* 5th edition, Published by Tata McGraw Hill, New Delhi

Book for Reference

Jethwaney Jaishri and Jain Shruti (2016), *Advertising Management* 3rd edition, published by Oxford University Press, New Delhi.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code			Title of the Course				Hours	Credits
VI	21UCC63ES04A			DSE-4: ADVERTISING AND SALES PROMOTION MANAGEMENT				5	3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	1	3	3	1	2	3	2	3	2	2.2
CO–2	3	1	2	3	2	1	3	3	3	3	2.4
CO–3	2	3	2	3	2	2	3	3	2	1	2.3
CO–4	3	3	3	3	3	1	2	3	2	1	2.4
CO–5	2	3	3	2	1	2	3	1	3	2	2.2
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCC63ES04B	DSE-4: SALES MANAGEMENT	5	3

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	create value and execute sales deals with efficiency and effectiveness	K1
CO–2	understand the strategic role, sales function plays as part of overall marketing strategy	K2
CO–3	acquire strategic thought process and competencies related to sales	K3
CO–4	construct templates on permanent journey plan, annual operating plans and setting sales targets	K4
CO–5	demonstrate higher levels of selling and negotiation skills	K4

Unit – I **(15 Hours)**

Nature and importance of sales management - Dimensions of sales management - Lateral relationships of a Sales manager - Planning and organizing Sales Force - Estimating market potential and forecasting sales Importance and definitions of Sales forecasting methods - quantitative and qualitative techniques - Organizing the sales force - Nature and characteristics - Basic types of organization - Specialization within sales department.

Unit – II **(15 Hours)**

Sales Force Staffing Process - The planning phase - The recruiting phase - The selection phase – Hiring and assimilation Phase - Directing the Sales force - Time and territory management - Objectives and criteria for territory formation - Sales territories design - Time management - Routing and scheduling Sales quotas and compensation - Types of quotas - Administration of quotas - Objectives of a compensation plan - Developing the compensation plans - basic and combination, Trends in compensation plan

Unit – III **(15 Hours)**

Personal Selling - The different approaches - Benefit selling, Relationship selling - Stimulus response selling - Formula approach - Need satisfaction selling – Problem - solving selling - Consultative selling process - Preparation & Prospecting – Challenges of prospecting - qualifying leads - effective prospecting. Sales Approach - Diagnosis and Solution generation. Handling Objections - common customer objections - Objection handling techniques and methods

Unit – IV **(15 Hours)**

Sales Communication Skills - Sales communication & collaborative process - Questioning, Active listening, Body language Sales presentation - presentation planning & format -

organized presentations, sales reports Persuasion/assertiveness - Principles of persuasion and assertiveness – methods and techniques. Cold Calling - The art of cold calling - Cold calling techniques

Unit – V   **(15 Hours)**

Business etiquettes: Professional dressing - Telephone & email etiquettes - Meeting manners Charisma - Importance of charisma, Charisma elements - develop personal charisma – Ministry of Skill Development and Entrepreneurship - Guidelines – Policies – Udyam.

Field Visit: District Industries Center (DIC), Tamil Nadu Industrial Development Corporation (TIIC), Small Industries Service Sector (SISI), Trading & Non-Trading organizations / factories / companies under MSME

Books for Study

1. Spiro, L.R., Stanton, J. W. & Rich, A.G. (2003*). Management of a sales force* (12th Edi). Irwin: McGraw –Hill New Delhi.
2. Volkema, R. J. (2008). *Negotiation tool kit.* (2019), 3rd edition, Prentice Hall New Delhi.

Books for Reference

1. Futrell, M. C. *Sale's management teamwork, leadership and technology*. (2020), 2nd edition, S.Chand (G/L) & Company Ltd, New Delhi.
2. Raiffa. (1982). *The art and science of negotiation*, 1st edition, Harvard University Press.
3. Thompson. (2019). *The mind and heart of the negotiator*, 6th edition, Pearson, New Delhi.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course					Hours		Credits
VI	21UCC63ES04B		DSE-4: SALES MANAGEMENT					5		3
Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)				Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	2	2	2	2	3	3	2	2	3	2.4
CO–2	2	3	2	2	2	3	3	2	2	3	2.4
CO–3	2	2	3	2	3	2	3	2	3	3	2.5
CO–4	2	2	2	3	2	2	3	2	2	3	2.3
CO–5	2	2	2	2	3	2	3	2	2	3	2.3
Mean overall Score											2.38 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCC63PW01	**PROJECT WORK AND VIVA VOCE**	-	2

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	assess the concepts of personality, perception and learning in Organizations	**K1, K3**
CO–2	determine the individual and group behaviour in the workplace	**K2**
CO–3	design motivational techniques for job design, employee involvement, incentives, rewards & recognitions	**K3**
CO–4	analyze various job-related attitudes	**K4**
CO–5	manage effective groups and teams in organizations	**K4**

At the end of the course, students should have the knowledge and application of
1. Vision, mission and objectives of business organization
2. Organizational structure in business organizations
3. Business functions in a business firm
4. Organization type the business under study fits in
5. SWOT analysis for a business organization
6. Key Result Areas of a business organization
7. Business growth over years with appreciation of enablers and barriers

Course Delivery
1. The organization should be sufficiently large with all departments such as human resources (HR), production, marketing and finance.
2. Students are required to be in touch with their mentor while choosing the organization and tillthe completion of the study. They need to appraise the faculty-mentor about the progress of theOST on a weekly basis.
3. Students will be provided with an introduction letter by Associate Dean to enable them toapproach companies for undertaking the Project.
4. Students have to do a self-study on the types of business organizations clearly identifying theadvantages and disadvantages of every type. Further they need to map and relate their organization of study to its type.
5. Students need to keep a soft copy of draft of the report. Some of the broad chapters of report canbe as follow.
   a) Introduction to Organization
   b) Organization Structure
   c) Functional Departments
   d) SWOT Analysis
   e) Functional Highlights across Key Result Areas (financial performance, marketing Performance etc., over the years)

f) Findings, Recommendations and Conclusions

Project Work Should Cover the Following Topics.
a) Organization's history
b) Profile of the product
c) Mission, objectives and strategies of the organization
d) Organization chart - Design & Structure
e) Policies and procedures followed
f) Functions of various departments and their managers
g) SWOT analysis of the organization
h) Key Result Areas (KRAs) of the organization
i) Significant factors for success
j) System of accounting followed
k) Product promotional measures
l) Career planning and promotion policy of employees
m) Training measures
n) System followed for purchase of materials
o) HRD measures (including welfare measures)
p) Manpower planning
q) Performance appraisal system
r) Financial highlights during the last three years
s) Future plans for growth of the organization
t) Views of managers at various levels and non-managerial staff by detailed interaction.
u) Advantages and drawbacks of the organization structure
v) Recommendations to overcome the drawbacks.
w) Modifications, if any, to the organization structure.

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCC63CE01	COMPREHENSIVE EXAMINATIONS	-	2

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	know the concept and gain knowledge On company accounts	K1
CO–2	enlighten the concepts of cost accounting and compute various material control techniques, Labour and overheads	K2, K4
CO–3	create scientific and technical documents incorporating equations, images, tables, and bibliographies	K3
CO–4	apply concepts and principles of business law	K3
CO–5	analyze the concept of computer Application in business	K2, K3, K4

Unit – I

Market Segmentation and Consumer Behaviour - Product Management, Advertising and Personal Selling New Horizons in Marketing: Direct marketing: Nature - Scope – Advantages - Forms of direct marketing - Database marketing- Tele marketing - Tele shopping - Multi level marketing. Online and Digital marketing: Importance - Benefits - Limitations - Problems of online marketing in India - concept - Role - Green Marketing: Importance – Fundamental requirements – Problems.

Unit – II

Issue, Forfeiture and reissue of shares – Absorption, Amalgamation and Merger - Preparation of consolidated balance sheet – cost of control – Pre-acquisition reserves and profits – Post - acquisition profits – Minority interest - Banking company accounts: Legal requirements

Unit – III

Cost, Costing and Cost Accountancy – Functions of Cost Accounting - Comparison of cost accounting and management Accounting and Financial Accounting - classification Cost – Methods costing–Techniques of costing –Material costing - Labour cost – Overheads - Contract costing

Unit – IV

The Indian Contract Act **-** Nature of contract – Essentials of Contract - Effect of Void, Voidable, Valid, Illegal, Unlawful Agreements - Contingent contract – remedies for breach of contract – quasi contract. Bailment and Pledge - Law of Agency

Unit – V

Introduction to Computer: Computer Generation - classifications of Computers – Components - Input and output devices: Input devices - output devices - storage devices - classification of Software - system software - application software - system software packages – Operating System - Functions of Operating System - compiler - assembler and

Interpreter.Creating and Saving a Word document - Applying basic formatting - working with styles - working with tables - mail merge - spelling and Grammar – Spreadsheet.

Books for Study

1. Philip T. Kotler, Gary Armstrong, (2018) *Principles of Marketing*, PrafullaAgnihotri, Pearson Publications, 2018.
   Unit - I
2. Dr.S.M.Shukla, Dr. K.L.Gupta, (2018),*Corporate Accounting*, Fifty Second Edition, SahityaBhawan Publication, India
   Unit - II
3. Jain & Narang - *Cost Accounting Principles and Practice* – KalyaniPublishers, 2016.
   Unit - III
4. Kapoor. N.D,(2011), *Elements of Mercantile Law* – 1st edition Published by Sultan and Sons, NewDelhi
   Unit - IV
5. Alexis Leon, Mathews Leon, Leena Leon (2013). *Introduction to Information Technology*, 1st Edition, Vijay Nicole Imprints Private Limited, Chennai.
   Unit - V

Books for Reference

1. Suresh K Basendra (2001). *Computers Today*, 1st Edition, Galgotia publication private Ltd., New Delhi.
2. S.P.Jain, K.L. Narang, (2018), *Advanced Accounting*, First Edition, Kalyani Publishers, India.
3. A Murthy and S.Gursamy- *Cost Accounting*, Vijay Nicole ImprintsPrivate Ltd., 2016.
4. Shukla .M.C., (2010), *Manual of Mercantile Law*, 1st edition Published by S. Chand & Co., New Delhi.
5. Suresh K Basendra (2001).*Computers Today*, 1st Edition, Galgotia publication private Ltd., New Delhi.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course			Hours	Credits
VI	21UCC63CE01		COMPREHENSIVE EXAM			-	2

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	1	3	3	1	2	3	2	3	2	2.2
CO–2	3	1	2	3	2	1	3	3	3	3	2.4
CO–3	2	3	2	3	2	2	3	3	2	1	2.3
CO–4	3	3	3	3	3	1	2	3	2	1	2.4
CO–5	2	3	3	2	1	2	3	1	3	2	2.2
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCC64SE04	SEC -4 (WS): E-BANKING	2	1

CO No.	CO–Statements	Cognitive Levels (K –Levels)
	On successful completion of this course, students will be able to	
CO–1	know the concept of E-Banking Technology	K1
CO–2	understand micro and macro levels and measure the performance of banks	K2
CO–3	understand the linkages between banking system and the economy	K3
CO–4	knowledge in E-banking Technology	K3
CO–5	appreciate the ethical, social and governance dimensions concerning banking industry	K4

Unit – I **(6 Hours)**

E - Banking – Concepts - features - E-banking strategy & models: IT in finance & service delivery. Introduction to ATMs Internet Banking & Mobile Banking Standalone systems, LAN & WAN

Unit – II **(6 Hours)**

Electronic payment systems - Teller machines at the bank counters, cash dispensers, ATMs, Anywhere Anytime Banking, Home banking (Corporate and personal), online enquiry and update facilities Personal Identification Numbers and their use in conjunction with magnetic cards of both credit and debit cards.

Unit – III **(6 Hours)**

Electronic fund transfer system - playing messages (telex or data communication) - structured messages (SWIFT etc.), RTGS information Technology: Current trends, Bank net - RBI net, Demat, Nice net, I-net, Internet, E-mail etc,

Unit – IV **(6 Hours)**

Impact of technology and banks protecting the confidentiality and secrecy of data effect on customers and service quality Technology Management: RTGS: Infrastructure requirement, RTGS transactions.

Unit – V **(6 Hours)**

Security features SFMS: Formats of SFMS, SFMS transaction, security aspects; RAS: Requirements of RAS, Application, security features of RAS, Digital Certificate: PK1, CCA, CA, RA -Types of digital Certificates, application of digital certificate, legai status, IT Act: Electronic Records, Digital certificate, legal status.

Book for Study

Pandey, Srivastava and Shukla, (2020), *E-Commerce and its Application*, 2nd edition, published by S. Chand & Sons, New Delhi.

Books for Reference

1. P.T. Joseph, (2020), *Electronic Commerce - An Indian Perspective*, 3rd edition, Published by P.H.I New. Delhi.
2. Turban, King, Viehland & Lee, A, (2020), *Electronic Commerce- Managerial Perspective*, 1st edition, Published by Pearson New Delhi.
3. Gary Schneider, (2019), *Electronic Commerce*, 2nd edition, published by Thomson, New Delhi.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours		Credits
VI	21UCC64SE04		SEC -4 (WS): E-BANKING				2		1

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	2	3	3	3	2	2	2	3	3	2	2.5
CO–2	3	2	3	2	3	2	2	3	3	2	2.5
CO–3	1	3	2	1	3	2	1	2	2	3	2
CO–4	3	1	3	3	1	3	2	3	3	1	2.3
CO–5	1	3	2	1	3	2	3	2	3	2	2.2
Mean overall Score											2.3 (High)

Semester	Course Code	Title of the Course	Hours	Credits
VI	21UCC64EG02	GE-2 (BS): TOTAL QUALITY MANAGEMENT	4	3

CO No.	CO–Statements On successful completion of this course, students will be able to	Cognitive Levels (K –Levels)
CO–1	understand the importance of product and service quality	K1
CO–2	identify various quality ;management principles and process	K2
CO–3	understand the methodology of quality system	K2
CO–4	apply the techniques of total quality management in business	K3
CO–5	analyze about the tools of quality	K4

Unit – I (12 Hours)

Principles and Philosophies of Quality Management **-** need for quality -evolution of quality - definition ofquality - dimensions of product and service quality - Basic concepts of TQM - TQM Framework - Contributions of Deming, Juran and Crosby-Barrier to TQM - Quality statements.

Unit – II (12 Hours)

TQM Principles- Significance of statistical process control (SPC) – Process capability – meaning, significance and measurement – Six Sigma - Concepts of process capability. Reliability concepts – definitions, reliability in series and parallel, and product life characteristics curve. Total productive maintenance (TMP) – Business process re-engineering (BPR) – principles, applications, reengineering process, benefits and limitations

Unit – III (12 Hours)

Quality Management Techniques - Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ) building a HOQ, QFD process. Failure mode effect analysis (FMEA) – requirements of reliability, failure rate, FMEA stages, design, process and documentation - Seven old (statistical) tools - Seven new management tools Bench marking process.

Unit – IV (12 Hours)

TQM Tools and Techniques - Control charts – Process capability – concepts of Six Sigma - Taguchi quality loss function – TPM - concepts, improvement needs – performance measures - Quality circles - Recognition and Reward, Performance appraisal – Continuous process improvement – PDCA cycle, 5S, Kaizen,- Supplier partnership – partnering, supplier selection, supplier rating.

Unit – V (12 Hours)

Quality Systems - Need for ISO 9000 - ISO 9001 - 2008 Quality system – Elements, Documentation, Quality Auditing – QS9000 - ISO 14000 - CONCEPTS, requirements and benefits – TQM implementation in manufacturing and service sectors Introduction to IS/ISO 9004:2000 – quality management systems – guidelines for performance improvements - Quality Audits - TQM culture, Leadership – quality council, employee involvement, motivation, empowerment, recognition and reward- Introduction to software quality

Book for Study

Sharma D.D., (2005), *TQM - Principles, Practices and Cases*, 1st Edition, published by Sultan Chand Publications, Delhi

Books for Reference

1. James R. Evans and William M. Lindsay, (2012), *"The Management and Controlof Quality"*, 8th Edition, First Indian Edition, published by Cengage Learning.
2. Suganthi.L and Anand Samuel, 2006, *"Total Quality Management",* PrenticeHall (India) Pvt. Ltd.,
3. Janakiraman. B and Gopal .R.K., 2006 *"Total Quality Management – Text andCases",* Prentice Hall (India) Pvt. Ltd, Maharastra
4. Dale H. Besterfiled, et at., 2006 *"Total quality Management"*, PearsonEducation Asia, Third Edition, Indian Reprint.

Relationship matrix for Course outcomes, Programme outcomes /Programme Specific Outcomes

Semester	Course code		Title of the Course				Hours		Credits
VI	21UCC64EG02		GE-2 (BS): TOTAL QUALITY MANAGEMENT				4		3

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO–1	PO–2	PO–3	PO–4	PO–5	PSO–1	PSO–2	PSO–3	PSO–4	PSO–5	
CO–1	3	1	3	1	2	3	2	3	3	2	2.3
CO–2	2	3	2	3	3	3	3	3	1	2	2.5
CO–3	2	1	2	3	3	3	2	2	2	1	2.1
CO–4	3	1	2	1	3	3	2	3	3	1	2.2
CO–5	2	3	3	2	3	2	1	3	3	3	2.5
Mean overall Score											2.3 (High)