



# NEHRU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University)  
Nehru Gardens, Thirumalayampalayam, Coimbatore - 641 105, Tamil Nadu.

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## CRITERION I - CURRICULAR ASPECTS

### 1.2.2.1 Number of Programmes in which CBCS / Elective course system implemented: 291

| S. No. | Programme Code | Programme Name                 | Course Code | Elective Course Name                         |
|--------|----------------|--------------------------------|-------------|--|
| 1.     | UEN            | B. A. English                  | 19U3ENE501  | Creative Writing                             |
|        |                |                                | 19U3ENE502  | English for Employability                    |
|        |                |                                | 18U3ENE503  | Journalism                                   |
|        |                |                                | 19U3ENE604  | Introduction to Lexicography                 |
|        |                |                                | 19U3ENE605  | English for Everyday use                     |
|        |                |                                | 19U3ENE606  | Effective Business Communication             |
|        |                |                                | 18U3ENE607  | Media Studies                                |
|        |                |                                | 18U3ENE608  | Language through Literature                  |
|        |                |                                | 19U3ENE609  | English for Competitive Examinations         |
| 2.     | UBC            | B. B. A. Computer Applications | 18U3BME501  | Intellectual Property Rights                 |
|        |                |                                | 18U3BME502  | M-Commerce & Information Technology Services |
|        |                |                                | 18U3BME503  | Social Psychology and Stress Management      |
|        |                |                                | 18U3BME604  | Data Mining for Business Intelligence        |
|        |                |                                | 18U3BME605  | Enterprise Resource Planning                 |
|        |                |                                | 18U3BME606  | Brand Management                             |
|        |                |                                | 18U3BME607  | Software and Design Techniques               |
|        |                |                                | 18U3BME608  | Customer Value Management                    |
|        |                |                                | 18U3BMV609  | Project Work & Viva-Voce                     |





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|--------|----------------|---------------------------------------|-------------|---|
| 3.     | UBI            | B. B. A.<br>International<br>Business | 18U3BME501  | Intellectual Property Rights                |
|        |                |                                       | 18U3BME502  | Retail Advertising and Promotion Management |
|        |                |                                       | 19U3BME503  | Consumer Behaviour                          |
|        |                |                                       | 19U3BME604  | Service Marketing                           |
|        |                |                                       | 18U3BME605  | Enterprise Resource Planning                |
|        |                |                                       | 18U3BME606  | Brand Management                            |
|        |                |                                       | 18U3BME607  | Rural Marketing                             |
|        |                |                                       | 18U3BME608  | Customer Value Management                   |
|        |                |                                       | 18U3BMV609  | Project Work Viva-Voce                      |
| 4.     | URM            | B. B. A. Retail<br>Management         | 18U3BME501  | Intellectual Property Rights                |
|        |                |                                       | 18U3BME502  | Retail Advertising and Promotion Management |
|        |                |                                       | 19U3BME503  | Consumer Behaviour                          |
|        |                |                                       | 19U3BME604  | Services Marketing                          |
|        |                |                                       | 18U3BME605  | Enterprise Resource Planning                |
|        |                |                                       | 18U3BME606  | Brand Management                            |
|        |                |                                       | 18U3BME607  | Rural Marketing                             |
|        |                |                                       | 18U3BME608  | Customer Value Management                   |
|        |                |                                       | 18U3BMV609  | Project Work Viva-Voce                      |
| 5.     | UCA            | B. C. A.                              | 18U3CKE501  | e-Commerce                                  |
|        |                |                                       | 18U3CKE502  | Compiler Design                             |



| S. No. | Programme Code | Programme Name                | Course Code | Elective Course Name                     |
|--------|----------------|-------------------------------|-------------|--|
|        |                |                               | 18U3CKE503  | Internet of Things                       |
|        |                |                               | 19U3CKE504  | Big Data Analytics                       |
|        |                |                               | 19U3CKE605  | Software Quality Assurance               |
|        |                |                               | 18U3CKE606  | Information Security                     |
|        |                |                               | 18U3CKE607  | Cloud Computing                          |
|        |                |                               | 18U3CKE608  | Cyber Security                           |
|        |                |                               | 19U3CAE609  | Artificial Intelligence                  |
|        |                |                               | 19U3CAE610  | Software Project Management              |
|        |                |                               | 18U3CAE611  | Advanced Java Programming                |
|        |                |                               | 19U3CAE612  | Mobile Application Development           |
| 6.     | UCB            | B. Com. Banking               | 19U3CBE501  | Financial Markets and Services           |
|        |                |                               | 18U3CBE502  | Micro Finance                            |
|        |                |                               | 18U3ACE503  | Consumer Affairs                         |
|        |                |                               | 18U3ACE604  | Business Finance                         |
|        |                |                               | 19U3ACE605  | Entrepreneurship Development             |
|        |                |                               | 18U3ACE606  | Indirect Taxes & GST                     |
|        |                |                               | 18U3ACE607  | Investment Management                    |
|        |                |                               | 19U3CBE608  | Indian Capital Market & Financial System |
|        |                |                               | 19U3ACV609  | Project & Viva Voce                      |
| 7.     | UCC            | B. Com. Computer Applications | 19U3CCE501  | Computer Networks                        |





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|--------|----------------|--------------------------------|-------------|------------------------------|
|        |                |                                | 19U3CCE502  | Indirect Tax & GST           |
|        |                |                                | 18U3ACE503  | Consumer Affairs             |
|        |                |                                | 18U3ACE604  | Business Finance             |
|        |                |                                | 19U3ACE605  | Entrepreneurial Development  |
|        |                |                                | 19U3CCE606  | Software Quality Assurance   |
|        |                |                                | 18U3ACE607  | Investment Management        |
|        |                |                                | 18U3ACE608  | Financial Markets            |
|        |                |                                | 19U3ACV609  | Project Work & Viva Voce     |
| 8.     | UCE            | B. Com. e-Commerce             | 18U3ACE501  | Income Tax Law & Practice    |
|        |                |                                | 19U3ACE502  | Networking Management        |
|        |                |                                | 18U3ACE503  | Consumer Affairs             |
|        |                |                                | 19U3ACE604  | Operating System             |
|        |                |                                | 19U3ACE605  | Entrepreneurship Development |
|        |                |                                | 18U3ACE606  | Indirect Tax & GST           |
|        |                |                                | 18U3ACE607  | Investment Management        |
|        |                |                                | 19U3ACE608  | Software Project Management  |
|        |                |                                | 19U3ACV609  | Project Work & Viva Voce     |
| 9.     | UCI            | B. Com. Information Technology | 18U3ACE501  | Income Tax Law & Practice    |
|        |                |                                | 19U3ACE502  | Networking Management        |
|        |                |                                | 18U3ACE503  | Consumer Affairs             |



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| S. No. | Programme Code | Programme Name                               | Course Code | Elective Course Name                          |
|--------|----------------|--|-------------|---|
|        |                |  | 19U3ACE604  | Operating system                              |
|        |                |  | 19U3ACE605  | Entrepreneurship development                  |
|        |                |  | 18U3ACE606  | Indirect tax & GST                            |
|        |                |  | 18U3ACE607  | Investment Management                         |
|        |                |  | 19U3ACE608  | Software Project Management                   |
|        |                |  | 19U3ACV609  | Project Work & Viva Voce                      |
| 10.    | UMC            | B. Sc. Mathematics with Computer Application | 19U3MCE501  | Digital Electronics and Computer Fundamentals |
|        |                |  | 19U3MCE502  | Discrete Mathematics                          |
|        |                |  | 18U3MCE503  | Finite Element Method                         |
|        |                |  | 19U3MCE604  | Web Designing and Java                        |
|        |                |  | 19U3MCE605  | Automata Theory and Formal Languages          |
|        |                |  | 19U3MCE606  | Fuzzy Logic and Neural Networks               |
|        |                |  | 18U3MCE607  | Web Designing and Java - Practical            |
|        |                |  | 19U3MCE608  | Graph Theory                                  |
|        |                |  | 19U3MCE609  | Linear Algebra                                |
| 11.    | UCP            | B. Com. Professional Accounting              | 18U3CPE501  | Financial Management                          |
|        |                |  | 19U3CPE502  | Principles of marketing                       |
|        |                |  | 18U3ACE503  | Consumer Affairs                              |
|        |                |  | 18U3ACE604  | Business Finance                              |





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|--------|----------------|---|-------------|--------------------------------|
|        |                |   | 19U3ACE605  | Entrepreneurial Development    |
|        |                |   | 18U3CPE606  | Supply Chain Management        |
|        |                |   | 18U3ACE607  | Investment Management          |
|        |                |   | 18U3ACE608  | Financial Markets              |
|        |                |   | 19U3ACV609  | Project Work & Viva Voce       |
| 12.    | UBN            | B. Sc. Biochemistry with Nanotechnology | 19U3BNE501  | Immunology                     |
|        |                |   | 18U3BNE502  | Pharmaceutical Biochemistry    |
|        |                |   | 18U3BNE503  | Nutritional Biochemistry       |
|        |                |   | 18U3BNE 604 | Plant and Animal Biotechnology |
|        |                |   | 18U3BNE605  | Genetic Engineering            |
|        |                |   | 19U3BNE 606 | Plant based therapeutics       |
|        |                |   | 19U3BNE 607 | Diagnostic Biochemistry        |
|        |                |   | 18U3BNE 608 | Sports Biochemistry            |
|        |                |   | 18U3BNE 609 | Public health and hygiene      |
| 13.    | UBT            | B. Sc. Biotechnology                    | 18U3BTE501  | Biotechnology and Food Safety  |
|        |                |   | 19U3BTE502  | Food Processing Technology     |
|        |                |   | 19U3BTE503  | Quality Control and Assurance  |
|        |                |   | 19U3BTE604  | Agricultural Biotechnology     |
|        |                |   | 18U3BTE605  | Bioremediation                 |
|        |                |   | 18U3BTE606  | Nan science and Technology     |



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|--------|----------------|--|-------------|------------------------------------|
|        |                |  | 19U3BTE607  | Medical Biotechnology              |
|        |                |  | 18U3BTE608  | Molecular Modeling and Drug Design |
|        |                |  | 18U3BTE609  | Stem Cell Research                 |
| 14.    | UCH            | B. Sc. Catering Science and Hotel Management | 19U3CHE401  | Food and Nutrition                 |
|        |                |  | 18U3CHE402  | Food Safety and Hygiene            |
|        |                |  | 18U3CHE403  | Hotel Law                          |
|        |                |  | 19U3CHE604  | Fast Food Operations               |
|        |                |  | 18U3CHE605  | Room Division Management           |
|        |                |  | 18U3CHE606  | Catering Management                |
|        |                |  | 18U3CHE607  | Food Service and Facility Planning |
|        |                |  | 18U3CHE608  | Event Management                   |
|        |                |  | 19U3CHE609  | Mixology                           |
| 15.    | UCS            | B. Sc. Computer Science                      | 18U3CKE501  | E-Commerce                         |
|        |                |  | 18U3CKE502  | Compiler Design                    |
|        |                |  | 18U3CKE503  | Internet of Things                 |
|        |                |  | 19U3CKE504  | Big Data Analytics                 |
|        |                |  | 19U3CKE605  | Software Quality Assurance         |
|        |                |  | 18U3CKE606  | Information Security               |
|        |                |  | 18U3CKE607  | Cloud Computing                    |
|        |                |  | 18U3CKE608  | Cyber Security                     |



NASC - CBE  
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|--------|----------------|-----------------------------------|-------------|---|
|        |                |                                   | 18U3CSE609  | Data Mining & Warehousing               |
|        |                |                                   | 18U3CSE610  | Artificial Intelligence & Expert System |
|        |                |                                   | 18U3CSE611  | PC Hardware & Trouble Shooting          |
|        |                |                                   | 18U3CSE612  | E-Learning                              |
| 16.    | UCD            | B. Sc. Costume Design and Fashion | 19U3CDE501  | Fashion Photography                     |
|        |                |                                   | 19U3CDE502  | Fashion Communication                   |
|        |                |                                   | 19U3CDE503  | Export Marketing and Documentation      |
|        |                |                                   | 18U3CDE604  | Apparel Marketing                       |
|        |                |                                   | 19U3CDE605  | Entrepreneurial Development             |
|        |                |                                   | 19U3CDE606  | Business Finance                        |
|        |                |                                   | 18U3CDE607  | Functional Apparels                     |
|        |                |                                   | 18U3CDE608  | Color Forecasting                       |
|        |                |                                   | 19U3CDE609  | Interior Designing                      |
| 17.    | UCT            | B. Sc. Computer Technology        | 18U3CKE501  | E- commerce                             |
|        |                |                                   | 18U3CKE502  | Compiler Design                         |
|        |                |                                   | 18U3CKE503  | Internet of Things                      |
|        |                |                                   | 19U3CKE504  | Big Data Analytics                      |
|        |                |                                   | 19U3CKE605  | Software Quality Assurance              |
|        |                |                                   | 18U3CKE606  | Information Security                    |
|        |                |                                   | 18U3CKE607  | Cloud Computing                         |

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|--------|----------------|--|-------------|--|
|        |                |  | 18U3CKE608  | Cyber Security                                 |
|        |                |  | 18U3ITE609  | Digital Marketing                              |
|        |                |  | 18U3ITE610  | Applied Cryptography                           |
|        |                |  | 18U3ITE611  | Bio-informatics                                |
|        |                |  | 18U3ITE612  | Open Source Software                           |
| 18.    | UEC            | B. Sc. Electronics and Communication Systems | 19U3ECE501  | PC Hardware and Troubleshooting                |
|        |                |  | 19U3ECE502  | Modern Television Engineering .                |
|        |                |  | 18U3ECE503  | Mobile Computing                               |
|        |                |  | 19U3ECE604  | PIC Microcontroller                            |
|        |                |  | 19U3ECE605  | Computer Communication and Networks            |
|        |                |  | 18U3ECE606  | Nano Technology                                |
|        |                |  | 18U3ECE607  | Embedded Systems                               |
|        |                |  | 19U3ECE608  | Cryptography                                   |
|        |                |  | 18U3ECE609  | Advanced Communication and Fiber Optics System |
| 19.    | UIT            | B. Sc. Information Technology                | 18U3CKE501  | E- commerce                                    |
|        |                |  | 18U3CKE502  | Compiler Design                                |
|        |                |  | 18U3CKE503  | Internet of Things                             |
|        |                |  | 19U3CKE504  | Big Data Analytics                             |
|        |                |  | 19U3CKE605  | Software Quality Assurance                     |
|        |                |  | 18U3CKE606  | Information Security                           |



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|--------|----------------|---|-------------|---|
|        |                |   | 18U3CKE607  | Cloud Computing                                     |
|        |                |   | 18U3CKE608  | Cyber Security                                      |
|        |                |   | 18U3ITE609  | Digital Marketing                                   |
|        |                |   | 18U3ITE610  | Applied Cryptography                                |
|        |                |   | 18U3ITE611  | Bio-informatics                                     |
|        |                |   | 18U3ITE612  | Open Source Software                                |
| 20.    | UMB            | B. Sc.<br>Microbiology                        | 18U3MBE501  | Recombinant DNA Technology I                        |
|        |                |   | 18U3MGE502  | Plant Biotechnology                                 |
|        |                |   | 18U3MGE503  | Virology  |
|        |                |   | 18U3MBE604  | Nan biotechnology                                   |
|        |                |   | 18U3MGE605  | Fermentation Technology                             |
|        |                |   | 18U3MBE606  | Introduction to Nanotechnology and its Applications |
|        |                |   | 18U3MBE607  | Recombinant DNA Technology II                       |
|        |                |   | 18U3MGE608  | Medical Biochemistry                                |
|        |                |   | 18U3MGE609  | Entrepreneurial Microbiology                        |
| 21.    | UMN            | B. Sc.<br>Microbiology with<br>Nanotechnology | 18U3MGE501  | Recombinant DNA Technology                          |
|        |                |   | 18U3MGE502  | Plant Biotechnology                                 |
|        |                |   | 18U3MGE503  | Virology  |
|        |                |   | 19U3MNE604  | Environmental and Agricultural Microbiology         |
|        |                |   | 18U3MGE605  | Fermentation Technology                             |





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|--------|----------------|--|-------------|--|
|        |                |  | 18U3MNE606  | Bioinstrumentation                                     |
|        |                |  | 18U3MNE607  | Industrial Microbiology                                |
|        |                |  | 18U3MGE608  | Medical Microbiology                                   |
|        |                |  | 18U3MGE609  | Entrepreneurial Microbiology                           |
| 22.    | UPY            | B. Sc. Physics                                 | 19U3PHE501  | Material Science                                       |
|        |                |  | 18U3PHE502  | Bio- physics   |
|        |                |  | 18U3PHE503  | Agriculture Physics                                    |
|        |                |  | 19U3PHE604  | Fundamentals of Nano Science                           |
|        |                |  | 18U3PHE605  | Optical fibers and fiber optical communication systems |
|        |                |  | 18U3PHE606  | Astrophysics   |
|        |                |  | 19U3PHE607  | Semiconductor Devices                                  |
|        |                |  | 18U3PHE608  | Medical Physics  |
|        |                |  | 18U3PHE609  | Geo Physics  |
| 23.    | UVC            | B. Sc. Visual Communication (Electronic Media) | 18U3VCE501  | Comparative Media Studies                              |
|        |                |  | 18U3VCE502  | Scripting  |
|        |                |  | 18U3VCE503  | Online Journalism                                      |
|        |                |  | 18U3VCE504  | Media Planning   |
|        |                |  | 18U3VCE605  | Graphic Designing                                      |
|        |                |  | 18U3VCE606  | Campaign Planning                                      |
| 24.    |                | M. A. English                                  | 21PGENE101  | English for Specific Purpose                           |



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|--------|----------------|-----------------------------|-------------|--|
|        |                | Literature                  | 21PGENE102  | Victorian Fiction                                    |
|        |                |                             | 21PGENE103  | Survey of English literature and language-I          |
|        |                |                             | 21PGENE201  | Technology mediated English                          |
|        |                |                             | 21PGENE202  | Literature and Environment                           |
|        |                |                             | 21PGENE203  | Survey of English literature and language-II         |
| 25.    | PCF            | M. Com. Finance and Control | 21PGCFE101  | Financial Markets and Institutions                   |
|        |                |                             | 21PGCFE102  | Business Environment                                 |
|        |                |                             | 21PGCFE103  | Indirect Taxation                                    |
|        |                |                             | 21PGCFE204  | Indian Stock Exchanges                               |
|        |                |                             | 21PGCFE205  | Strategic Management                                 |
|        |                |                             | 21PGCFE206  | Modern Banking                                       |
|        |                |                             | 19PGCFE307  | Futures and Options                                  |
|        |                |                             | 19PGCFE308  | Human Resource Management                            |
|        |                |                             | 18PGCFE309  | Insurance and Risk Management                        |
|        |                |                             | 19PGCFE410  | Fundamental and Technical Analysis                   |
|        |                |                             | 19PGCFE411  | Derivatives and Risk Management                      |
|        |                |                             | 18PGCFE412  | Entrepreneurship and New Venture Planning            |
| 26.    | PSW            | M. S. W.                    | 21PGSWE101  | Social Work Perspective for person with Disabilities |
|        |                |                             | 21PGSWE102  | Disaster Management                                  |
|        |                |                             | 21PGSWE103  | Indian Legal System                                  |





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|------------|---|----------------------|-------------|---|
|            |   |                      | 21PGSWE201  | Human Rights and Social Legislation                         |
|            |   |                      | 21PGSWE202  | Digital Literacy  |
|            |   |                      | 21PGSWE203  | Geriatric Social Work                                       |
|            |   |                      | 19PGSWE301  | Social Entrepreneurship and Corporate Social Responsibility |
|            |   |                      | 20PGSWE302  | Entrepreneurship and Innovations                            |
|            |   |                      | 18PGSWE303  | Social Work with Transgender                                |
|            |   |                      | 19PGSWE401  | Counseling and Guidance                                     |
|            |   |                      | 20PGSWE402  | Legal Aspects of Business                                   |
|            |   |                      | 18PGSWE403  | Social Inclusion and Exclusion                              |
| 27.        | PBT                                       | M. Sc. Biotechnology | 21PGBTE101  | Environmental Biotechnology                                 |
|            |   |                      | 21PGBTE102  | Bio Entrepreneurship  |
|            |   |                      | 21PGBTE103  | Research Methodology  |
|            |   |                      | 21PGBTE201  | Agricultural Biotechnology                                  |
|            |   |                      | 21PGBTE202  | Down Stream Processing                                      |
|            |   |                      | 21PGBTE203  | Applied Biostatistics                                       |
|            |   |                      | 19PGBTE301  | Food Biotechnology  |
|            |   |                      | 19PGBTE302  | Quality Control and Assurance                               |
|            |   |                      | 18PGBTE303  | Bioinformatics and Molecular Biology Databases              |
|            |   |                      | 19PGBTE401  | Clinical Pathology and Diagnosis                            |
| 18PGBTE402 | Occupational Health and Industrial Safety |                      |             |   |

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|------------|-----------------|-----------------------------------|-------------|---|
| 28.        |                 | M. Sc. Electronic Media           | 18PGBTE403  | Drug Designing and Molecular Modeling   |
|            |                 |                                   | 18PGEME101  | Graphics and Animation                  |
|            |                 |                                   | 18PGEME102  | Media Planning                          |
|            |                 |                                   | 18PGEME103  | Scripting                               |
|            |                 |                                   | 18PGEME201  | Introduction to Graphics Design         |
|            |                 |                                   | 18PGEME202  | Consumer Behaviour                      |
|            |                 |                                   | 18PGEME203  | Direction                               |
|            |                 |                                   | 18PGEME301  | Web Designing Principles and Techniques |
|            |                 |                                   | 18PGEME302  | Social Media                            |
|            |                 |                                   | 18PGEME303  | Cinematography                          |
|            |                 |                                   | 18PGEME401  | Development Communication               |
|            |                 |                                   | 18PGEME402  | Film Management and Marketing           |
| 18PGEME403 | Film Production |                                   |             |   |
| 29.        | PFN             | M. Sc. Food Science and Nutrition | 21PGFNE101  | Convenience Foods                       |
|            |                 |                                   | 21PGFNE102  | Institutional Food Management           |
|            |                 |                                   | 21PGFNE103  | Food Commodities                        |
|            |                 |                                   | 21PGFNE201  | Food Packaging                          |
|            |                 |                                   | 21PGFNE202  | Food Production and agriculture         |
|            |                 |                                   | 21PGFNE203  | Instrumentation in Food Processing      |
|            |                 |                                   | 19PGFNE301  | Food Quality, Safety and Analysis       |

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# NEHRU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution Affiliated to Bharathiar University)

Nehru Gardens, Thirumalayampalayam, Coimbatore - 641 105, Tamil Nadu.

[www.nehrucolleges.net](http://www.nehrucolleges.net)



| S. No. | Programme Code | Programme Name      | Course Code | Elective Course Name                               |
|--------|----------------|---------------------|-------------|--|
|        |                |                     | 18PGFNE302  | Culinary Techniques                                |
|        |                |                     | 18PGFNE303  | Food Product Development and Marketing             |
|        |                |                     | 18PGFNY401  | Food Quality Control                               |
|        |                |                     | 18PGFNY402  | Food Service Management Practical                  |
|        |                |                     | 18PGFNE403  | Food Industrial Waste Management                   |
| 30.    | PMB            | M. Sc. Microbiology | 21PGMBE101  | Principles of Quality Assurance in Food            |
|        |                |                     | 21PGMBE102  | Diagnostic Mycology                                |
|        |                |                     | 21PGMBE103  | Fundamentals of Plant tissue Culture               |
|        |                |                     | 21PGMBE201  | Principles of Quality Assurance in Pharmaceuticals |
|        |                |                     | 21PGMBE202  | Techniques in Parasitology                         |
|        |                |                     | 21PGMBE203  | Fundamentals of Animal Tissue Culture              |
|        |                |                     | 18P3MBE401  | Total Quality Management (TQM)                     |
|        |                |                     | 18P3MBE402  | Health Care of the Community                       |
|        |                |                     | 18P3MBE403  | Molecular Cytology and Tissue Engineering          |



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29/5/22

**PRINCIPAL**

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