

RCS – 2023

**NEHRU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)**

(Affiliated to Bharathiar University Accredited with “A” Grade by NAAC,
ISO 9001:2015 (QMS) Certified, Recognized by UGC with 2(f) &12(B),
Under Star College Scheme by DBT, Govt. of India)
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REGULATIONS, CURRICULUM & SYLLABUS

B.B.A. COMPUTER APPLICATIONS



EFFECTIVE FROM 2023 – 2024

REGULATIONS

NEHRU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
REGULATIONS FOR UNDERGRADUATE DEGREE COURSES

Choice Based Credit System blended with Outcome Based Education

Regulations with effect from the Academic Year 2023-2024

Definition

- a) Programme – A course of study leading to the award of a degree in a discipline.
(E.g.: B. Sc. / B. Com.)
- b) Branch – Discipline of study (e.g. B.Sc. Computer Science)
- c) Curriculum – The various courses (subjects) a student must study in a particular branch.
- d) Course – The Theory & Practical subject offered under each curriculum.
- e) Credit – A unit of measurement based on the duration of the contact hours, content and quality of the subject matter.

1. UG Curriculum

The UG Curriculum follows CBCS pattern and the medium of instruction is English.

2. Eligibility for Admission to the Course

Candidates for admission to the first year of the UG degree programmes are required to **have passed the higher secondary examination** (Academic or Vocational) conducted by the Govt. of Tamil Nadu in the relevant subjects or other examinations accepted as equivalent thereto by the Parent University, subject to such other conditions as may be prescribed thereof.

3. Duration of the Programme

The UG programme will comprise six semesters with two semesters per academic year, extending over a total duration of three years. Examination shall be conducted at the end of every semester for the respective courses. Each semester has 90 instructional days consisting of 5 teaching hours per working day. Thus, each semester has 450 teaching hours and the whole programme has 2700 teaching hours.

4. Choice Based Credit System (CBCS)

All Undergraduate Programmes offered by the University shall be under Choice Based Credit System (CBCS). Choice based credit system is introduced with the aim of offering flexibility in the choice of courses to the students.

Objectives of the Choice Based Credit System

- To facilitate the students to have greater flexibility in their choice of courses.
- To widen the spectrum of knowledge of students by means of Core, Allied, Project / Electives, Value Education, Environmental Studies and Skill Based Subjects.
- To revamp the curriculum which enables to impart entrepreneurial skills and placement potentials qualities.
- To incorporate need based knowledge in tune with the location and neighborhood of the Institution.
- To allocate credit points to each paper of the study based on the weightage of the contact hours, content and quality.
- To extend opportunities to fast learners in order to earn additional credit from advanced as well as additional courses.
- To maintain the total credit points of each programme on par with international standards.

5. Outcome Based Education (OBE)

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.

Objectives of Outcome based curriculum

- The programme outcomes and Programme specific outcomes are clearly identified and unambiguously specified regarding the content, context and competence.
- The expected outcome should be defined by setting bench marks for each level of the programme. Benchmark should tackle and define specifically, the goals of the curriculum and verify ways to access whether the students have reached these goals at the level of study;
- OBE is driven by assessments that focus on well defined learning outcomes and not by other factors such as what is taught, the duration taken by the student to achieve the outcomes or which path the students take to achieve their targets. In OBE, assessment techniques must be with clear description of expected performance.

Definitions

Outcome: An outcome of an educational Programme is what the student should be able to do at the end of a Programme / Course / Instructional Unit.

Levels of Outcomes

- **Programme Outcomes:** POs are statements that describe what the students graduating from any of the educational Programmes should be able to do.
- **Programme Specific Outcomes:** PSOs are statements that describe what the graduates of a specific educational Programme should be able to do.
- **Course Outcomes:** COs are statements that describe what students should be able to do at the end of a course

Learning Outcomes: It describes levels of achievement that can be attained across the domains of learning. Here **K1** representing Remember; **K2** – Understanding; **K3** – Apply; **K4** – Analyze; **K5** – Evaluate, **K6** – Create are used to measure the levels of achievement in learning.

6. Course of Study

The Course of Study for the UG degree courses of all branches shall consist of the following:

6.1. Part I : Language : Tamil or any one of the modern / Classical languages i.e. Malayalam, French and Hindi.

It is absolutely obligatory for all the UG students to study a language under part I. A student can select and study any one of the languages offered under part I. The syllabus drafted would enable the students to communicate with the ease and effectiveness in that language. It shall be offered during the Semesters I to IV with one examination at the end of each semester.

6.2. Part II : Language : English

The study of English has been made mandatory for all UG students under part II. English being the window to the outer world in the context of the globalization scenario, the contents of the syllabus is tailored in a fashion suitable for imparting the classical and the modern facets of the language and literature, besides conferring a mastery of fluency and command over the language, providing a clout to compete for employment opportunities. The subject shall be offered during the Semesters I to IV with one examination at the end of each semester.

6.3. Part III : Core Subjects, Allied Subjects and Project or Elective Courses:

1) Core Subjects : Each programme has a group of Core courses arranged semester wise. The syllabi of the core courses will enlighten the students in the acquisition of the basic concepts of their respective disciplines, besides getting focused on to the recent trends. The core courses will span over six semesters and examination shall be conducted in the core subjects at the end of every semester.

2) Allied Subjects : In all disciplines, the UG students must study Allied courses along with the core courses, which would supplement, suit and support the major course of study. The Allied Subjects is to be studied during the first four semesters of the UG programmes and examination shall be conducted at the end of every semester.

3) Project , Internships and Electives with three Courses : In all disciplines, the UG student shall undergo a Project and Internships (if any) and he / she must study three Elective Courses.

Three Elective courses are to be offered one in the V semester and two in the VI Semester. Elective subjects are to be selected from the list of electives prescribed by the concerned Board of Studies during the fifth and Sixth Semester along with the Core Subjects.

A student shall take up a project work in addition to his elective subjects. The report of the study should be submitted at the end of course duly certified by the supervisor and forwarded by the Head of the Department / Principal of the College. The Head of the Department of the programme concerned shall assign a project supervisor, who in turn shall assign the topic and monitor the project work of the student.

A student shall complete Internship (if any) as per the recommendations of BoS concerned.

6.4. Part IV

1. a) Those who have not studied Tamil up to XII std and taken a Non-Tamil language under Part-I shall take Tamil Comprising of two Courses. The course content of which shall be equivalent to that prescribed for the 6th Standard by the Board of Secondary Education and they shall be offered in the third and fourth semesters.

b) Those who have studied Tamil up to XII std and taken a Non-Tamil language under Part-I shall take Advanced Tamil comprising of two Courses in the third and fourth semesters.

(OR)

c) Others who do not come under the above a + b categories can choose the following Non-major electives (NME) comprising of two courses with 2 credits each (4 credits) in the **third and fourth semesters.**

- 1) Consumer Affairs / Gender Sensitization / Women's Rights (**III semester.**)
- 2) General Awareness (**IV semester.**)

Note: The assessment for the category in Part IV – 1 b and 1 c subjects shall be through End Semester examination (ESE) for the total marks prescribed. There shall be no Continuous Internal Assessment (CIA).

2. Skill Based Subjects : For UG degree, four skill based subjects are to be offered one each in III, IV, V and VI Semesters based on the skill based courses recommended in Naan Muthalvan scheme of Govt. of Tamilnadu. The examination shall be conducted in the skill based subjects at the end of the semesters where they are offered.

3. Ability Enhancement Compulsory Course – Human Rights and Constitution of India:

It is a course to impart the knowledge about the basic Human rights, Classification of human rights, Human Rights Commission and Constitution of India. The total mark is 50 for 2 credits. One Internal Examination shall be conducted for 25 marks in the II semester during CIA III and there is no ESE. The learning outcomes are further measured by various assessment criteria for 25 marks by the course teacher concerned.

4. Ability Enhancement Compulsory Course – Environmental Studies : It is a course on Environmental Science which underlines the importance of environment apart from sensitizing students to the dimensions of Environmental problems. The total mark is 50 for 2 credits. One Internal Examination shall be conducted for 25 marks in I semester during CIA III and there is no ESE. The learning outcomes are further measured by various assessment criteria for 25 marks by the course teacher concerned.

5. Human Values and Yoga Practice: It is a course to inculcate human values among students to develop physical, mental, social and spiritual health which will enhance personality of the students and also improve the institutional climate in the campus. Human Values and Yoga Practice is offered during Semesters I and II with one hour of Yoga and one hour of Human values to be handled alternatively in a week. This course carries a total of 50 marks comprising 25 marks of Internal Practical Assessment for Yoga and 25 marks of written Examination for Human values during CIA III of Semester II.

6. Skill Based Open Elective Courses (Extra Departmental Courses): Any student studying any programme can do course except the course offered by his / her Department. All the UG programmes shall offer two skill based courses as **Extra department Courses**, during semester III with 2 credits each. The students can choose one among the courses offered by other departments. The examination will be conducted at the end of the semester. There shall be no continuous Internal Assessment (CIA).

7. Value Based Open Elective Courses (Intra School Courses) : During Semester IV, list of Open Elective Courses are offered to Students. These Courses are value based and help to inculcate the values and positive attitude among the Students. Each School will offer a list of courses and the Students shall choose any one open Elective Course they prefer and appear for the Examination to earn 2 mandatory credits. The examination will be conducted at the end of the Semester. There shall be no continuous Internal Assessment (CIA). However the NCC Cadets will appear for theory paper in NCC to earn these credits.

6.5. Part V : Extension Activities : Every student shall participate compulsorily for period of not less than two years (4 semesters) in any one of the programmes. **(NSS / Sports and Games / YRC / RRC)**

Each student must choose any one of the courses offered during the first four semesters. The object of the slot is to build- up the ethics, awareness and involvement in social service, acquisition of knowledge and training in discipline leading to national integration and patriotism, and feeling fit and fine through participation in games and athletics.

The student's performance shall be examined by the staff in-charge of extension activities along with the Head of the respective departments and a senior member of the Department on the following parameters.

- 20% of marks for Regularity of attendance
- 60% of marks for Active Participation in classes / camps / games / special camps / programmes in the College / District / State / University activities.
- 10% of marks for Exemplary Awards / Certificates / Prizes.
- 10% of marks for other Social components such as Blood Donations, Fine Arts, etc.

The grades will be awarded at the end of the Fourth Semester. The mark sheet shall carry the gradation relevant to the marks awarded to the candidates. The marks shall be sent to the Controller of Examinations before the commencement of the final semester examinations.

Table 1 : Grades for Extension Activity

Range of Marks	Grade Point	Letter Grade	Description
90 – 100	9.0 – 10.0	O	OUTSTANDING
80 – 89	8.0 – 8.9	D+	EXCELLENT
75 – 79	7.5 – 7.9	D	DISTINCTION
70 – 74	7.0 – 7.4	A+	VERY GOOD
60 – 69	6.0 – 6.9	A	GOOD
50 – 59	5.0 – 5.9	B	AVERAGE
40-49	4.0-4.9	C	SATISFACTORY
00-39	0.0	U	RE-APPEAR
ABSENT	0.0	AAA	ABSENT

This grading shall be incorporated in the mark sheet to be issued at the end of the semester. (Handicapped students who are unable to participate in any of the above activities shall be required to take a test in the theoretical aspects of any one of the above fields and be graded and certified accordingly)

7. Additional Credit Course

Students are given the opportunity to undertake optional papers, additional to their compulsory papers, in order to gain additional credit that would boost their grades. These are not mandatory. Students can earn to a maximum of 10 credits.

Table 2: Regulations for Additional Credits

S. No.	Subject	Credit / course	Total credits
1	Presentation / Publication of Research papers in International Conferences / Journals.	1	1
2	Completion of Diploma / Certificate Courses	1	1
3	Self Study Papers	1	2
4	MOOC Courses prescribed by the Departments	1	2
5	Achievements - Sports / Social Activities / Co curricular / Extracurricular Activities at University / District / State / National / International levels	1	1
6	Swachh Bharath Summer Internship Programme	2	2
7	Visits Abroad for Participation in International Academic events	1	1
Total			10

Rules: The Students can earn additional credits only if they complete the above during the course period (II to V Sem.) and based on the following criteria. Proof of Completion must be submitted to the Office of Controller of Examinations to award additional credits.

1. Students can earn an additional credit if they present / publish research papers in International conferences / reputed Journals
2. Students can complete Diploma / Certificate Courses for a minimum of 30 hrs (II to V Sem. only) from reputed centres and the same certificate shall be produced to earn a credit. They shall be guided by the Department if needed.
3. Students can earn one credit, if they complete One Self Study Paper prescribed by the Department. The Departments shall offer two Self Study Papers.
4. Students can earn one Credit, if they complete any one MOOC courses prescribed by the Department. Students shall earn a maximum of 2 Additional Credits by completing 2 online courses.
5. Award Winners in Sports / Social Activities / Co curricular / Extra Curricular Activities at University / District / State / National / International levels can earn one Extra Credit by producing the Certificate.
6. As per the direction of Ministry of Human Resource Development, Swachh Bharath Summer Internship Programmme is introduced to the students as an optional paper. Students interested to join the internship programme are required to register and report the activities conducted during the internship period on the website <https://sbsi.mygov.in>. They shall gain 2 credits if they produce Swachh Bharath Internship Certificate provided by MHRD on completion of their internship.
7. **Extra Credit for NCC Cadets :** NCC Cadets shall gain Extra credits as mandated by UGC and Bharathiar University apart from 2 credits to be added for Part V-Extension Activity during Semester VI. The regulations for the Extra credits shall be communicated to the Cadets through the NCC Officer of the College.

Regulations for Awarding credits to NCC Cadets

Semester	Credits Allocated		Remarks
	Camp	Theory	
III	2		Credits if 1st camp merged with 3 rd Semester
IV		2	Under Value based Open Elective course (Mandatory credit)
V	2		Credits if 2 nd camp merged with 5 th Semester
Total	6 credits		

8. Value Added Course

Each Department shall conduct a Value Added Course to their students during III and IV Semesters for 50 to 60 hours. The MoU with the Industry shall be signed and the Classes shall be conducted without affecting the regular class hours. The Examination and the Valuation shall be conducted by the Industry. The HoD of concerned department shall forward the marks to the Examination section during the end of IV semester and the Grade shall be awarded by the CoE.

This is based on the Naan Muthalvan scheme of Govt. of Tamilnadu.

9. Scheme of Examination

Table 3: Summary: CBCS for Undergraduate programmes with language for Four Semesters

Components of Study	No. of Subjects	Credit per Subject #	Total Credits	Marks	Total Marks
Part-I: Tamil / Other Languages	2 + 2 = 4	3	12	75	300
Part-II : English	2 + 2 = 4	3	12	75	300
Part-III					
Core subjects	14 -18	2/ 3 / 4	64-66	50 / 75 / 100	2300
Allied subjects	4 – 6	2/ 3 / 4	14 -16	50 / 75 / 100	
Electives	3	4	12	100	
Part-IV 1. (a) Those who have not studied Tamil up to XII std. and taken a non-Tamil language under part-I shall take basic Tamil comprising of two courses(level will be at 6 th std.) (b) Those who have studied Tamil up to XII std and taken a non –Tamil language under part-I shall take Advance Tamil comprising of two courses. I others who do not come under a + b can choose non-major elective comprising of two courses.(NME)	2	2	4	50	100
2. Skill based subjects	4	3	12	75	300
3. Human Rights and Constitution of India	1	2	2	50	50
4. Environmental Studies	1	2	2	50	50
5. Human Values and Yoga Practice	1	2	2	50	50

6. Value Added Course	1	-	-	-	Grade
7. EDC (Extra Departmental Course)	1	2	2	50	50
8. Open Elective Courses	1	2	2	50	50
Part V: Extension activities	1	2	2	50	50
		Total	144		3600
Additional Credits	II – V Semesters			10 credits	

- No CIA marks for Additional Credit
- No CIA Tests or ESE for Extension Activities.
- For Value added course, Examination shall be conducted by the Industry for 100 marks for a duration of 3 hours.

10. Requirement to appear for the Examinations

Attendance Requirements for the Students appearing for ESE

- The guidelines of attendance requirement issued by Bharathiar University are adopted by the College. Attendance shall be considered semester- wise (not annually).
- A candidate shall be permitted to appear for the Semester Examinations in any semester, if he / she secures not less than 75% of attendance in the total number of working days during the semester and if his / her progress has been satisfactory, and his / her conduct has been satisfactory.
- Those who have obtained below 75% and above 65% of attendance shall pay condonation fee and shall write the examination in the same semester with due permission from the Principal.
- Those who have below 65% and above 50% of attendance are not eligible to write the examination in current semester subjects but are permitted to continue their studies in the next semester provided that this is the first time that the candidate earned attendance between 50% and 65%. Else the candidates have to discontinue the course and re-join in the same semester subjects in the next year with proper approval of the Principal. However, the candidates are eligible to write arrear subjects if any.
- Those who have below 50% of attendance have to redo the semester.

11. Restrictions to appear for the examinations

- a) Any candidate having arrear paper(s) shall have the option to appear in any arrear paper along with the regular semester papers.
- b) Candidates who fail in any of the course of Part I, II, III, IV & V of UG degree examinations shall complete the course concerned **within 5 years** from the date of admission to the said programme, and if they fail to do so, they shall take the examination in the texts / revised syllabus prescribed for the immediate next batch of candidates. If there is no change in the texts / syllabus they shall appear for the examination in that course with the syllabus in vogue until there is a change in the texts or syllabus. In the event of removal of that course consequent to change of regulation and / or curriculum after 5 year period, the candidates shall have to take up an equivalent course in the revised syllabus as suggested by the Chairman of the concerned board of studies and fulfill the requirements as per the regulations for the award of the degree.

12. Medium of Instruction and Examinations

The Medium of instruction and Examinations for the courses of Part I, II & IV shall be in the language concerned. For part III courses, the medium of instruction and the medium of Examination are English.

13. Distribution of Marks

The following are the distribution of marks for Examination & Evaluation pattern:

Table 4 : Distribution of Marks between End Semester Exam (Theory) and Internal Assessment is 75 : 25

Total Marks	External		Internal	Overall Passing Minimum for Total Marks (Internal + External)
	Max. Marks	Passing Minimum for External alone	Max. Marks	
100	75	30	25	40
75	55	22	20	30
50	40	16	10	20

Table 5 : The following are the Distribution of marks for the Continuous Internal Assessment in the theory papers of UG programmes

S. No.	For Theory - UG courses	Distribution of Marks		
01.	CIA I	5	4	2
02.	CIA II (Online Test)	5	4	2
03.	CIA III	6	5	4
04.	OBE Evaluation – Tool 01	3	2	1
05.	OBE Evaluation – Tool 02	3	2	1
06.	OBE Evaluation – Tool 03	3	3	-
	TOTAL MARKS	25	20	10

14. Continuous Internal Assessment (CIA)

Three CIA's shall be conducted at regular Intervals. CIA I shall be a 2 hours written test for a maximum of 50 marks and CIA II shall be conducted as Computer Based test (MCQ's) for 50 marks. CIA III shall be conducted as Model Examination for ESE.

15. OBE Evaluation - Assignment / Seminar / Role play, etc.

Three OBE Assessment parameters are decided for each course to evaluate the achievement of course outcomes which shall be assessed by the concerned course teacher. The marks allotted to this component will be awarded based on the performance of the candidate. The Rubrics for awarding the marks shall be maintained by the Course Teacher concerned.

Table 6 : Distribution of Marks between End Semester Exam (Practical) and Internal Assessment is 60:40.

Total Marks	External		Internal	Overall Passing Minimum for total marks (Internal + External)
	Max. Marks	Passing Minimum for External alone	Max. Marks	
100	60	24	40	40
75	45	18	30	30
50	30	12	20	20

**Table 7 : Distribution of marks for the Continuous Internal Assessment in
UG practical courses**

S. No.	For - UG practical Courses	Distribution of Marks		
01.	Laboratory Performance - Assessment Tool 01*	5	4	3
02.	Laboratory Performance - Assessment Tool 02*	5	4	3
03.	Laboratory Performance - Assessment Tool 03*	5	4	3
04.	Test 1 : During Mid semester	10	7	4
05.	Test 2 : As model test at the end of the semester	10	7	4
06.	Observation Note Book	5	4	3
Total Marks		40	30	20

* For measuring the Course Outcomes

16. Observation Notebook & Regularity

The marks allotted for observation notebook & regularity are awarded based on the performance of students in writing procedure, results of the practical done during every practical class, regularity in attending practical class, which will be accounted based on the attendance maintained separately for practical class, and punctuality in the submission of observation notebook.

Table 8 : Distribution of marks for the External Assessment in UG Practical courses

S. No.	For - UG practical courses	Distribution of Marks		
1.	Experiment – I	20	15	10
2.	Experiment – II	20	15	10
3.	Record	10	10	5
4.	Viva Voce	10	5	5
TOTAL MARKS		60	45	30

**Table 9 : Distribution of marks for Project and Viva Voce examinations /
Industrial Training of UG programmes**

Total Marks	External		Internal	Overall Passing Minimum for Total Marks (Internal + External)
	Max. Marks	Passing Minimum for External alone	Max. Marks	
100	60	24	40	40
75	45	18	30	30

Table 10 : Distribution of marks for the Continuous Internal Assessment in UG Project / Industrial Training Courses.

S. No.	For - UG Project courses / Industrial Training	Distribution of Marks	
		1.	Review – I
2.	Review – II	10	7
3.	Review – III	10	7
4.	Document, Preparation and Implementation	10	9
	TOTAL MARKS	40	30

Table 11 : Distribution of marks for the External Examination in UG Project / Industrial Training courses

S. No.	For - UG Project / Industrial Training courses	Distribution of Marks	
		1.	Record Work and Presentation
2.	Viva Voce	20	15
	TOTAL MARKS	60	45

Table 12 : The courses which have only Continuous Internal Assessment and no End Semester Examinations (ESE)

S. No.	Subject	Total Marks
1.	Environmental Studies	50
2.	Human Rights and Constitution of India	50
3.	Basic Tamil I	50
4.	Basic Tamil II	50
5.	Human Values and Yoga Practice	50
	TOTAL	250

For the above mentioned subjects, the examinations shall be only Continuous Internal Assessment (CIA) as prescribed in the syllabus. The marks shall be furnished to the CoE.

Table 13 : The courses which have only End Semester Examinations (ESE) and no Continuous Internal Assessment

S. No.	Subject	Total Marks
1.	Non – Major Electives / Advanced Tamil I	50
2.	General Awareness / Advanced Tamil II	50
3.	Skill Based Open Elective Courses	50
4.	Value Based Open Elective Courses	50
	TOTAL	200

17. Passing Minimum

A candidate who secures **not less than 40%** in the End Semester Examination and 40% marks in the External Examination and Continuous Internal Assessment put together in any theory course of Part I, II, III & IV shall be declared to have passed the examination in the subject (Theory and Practical). Thus the minimum pass mark for theory subject is 30 out of 75 in ESE and also 40 marks out of 100 (CIA+ESE).

A candidate who passes the examination in all the courses of Part I, II, III, and IV & V shall be declared to have passed, the whole examination. Thus to obtain UG degree a student should pass in all the courses prescribed in the concerned programme and also he / she should earn 144 credits.

18. Marks & Grade

Once the marks of the CIA and End Semester Examinations for each of the course are available, they shall be added. The mark thus obtained shall then be converted to the relevant letter grade as per the details given below to indicate the performance of the candidate.

Table 14 : Conversion of Marks to Grade Points & Letter Grade(Performance in a course / paper)

Range of Marks	Grade Point	Letter Grade	Description
90-100	9.0-10.0	O	Outstanding
80-89	8.0-8.9	D+	Excellent
75-79	7.5-7.9	D	Distinction

70-74	7.0-7.4	A+	Very Good
60-69	6.0-6.9	A	Good
50-59	5.0-5.9	B	Average
40-49	4.0-4.9	C	Satisfactory
00-39	0.0	U	Re-Appear
ABSENT	0.0	AAA	Absent

19. Grade Point Average (GPA)

Grade point average (GPA) is calculated for each part taking into account all the courses studied under each part. Calculation of grade point average semester-wise and part-wise is as follows:

$$\text{GPA} = \frac{\text{Sum of the multiplication of grade points by the credits of the courses}}{\text{Sum of the credits of the courses in a semester}}$$

$$\text{GPA} = \frac{\sum_i (C_i * G_i)}{\sum_i C_i}$$

Where C_i = Credit earned for course i in any semester.

G_i = Grade points obtained for course i in any semester.

20. Cumulative Grade Point Average (CGPA)

For the entire program CGPA is calculated in the following manner:

$$\text{CGPA} = \frac{\sum_n \sum_i C_{ni} * G_{ni}}{\sum_n \sum_i C_{ni}}$$

$$\text{CGPA} = \frac{\text{Sum of the multiplication of grade points by the credits of the entire programme under each part}}{\text{Sum of the Credits of the Courses of the entire programme under each part}}$$

21. Classification of CGPA

A candidate who has passed all the examinations under different parts (Part-I to Part V) is eligible for the following part wise computed final grades based on the range of CGPA.

Table 15 : Classification of performance of Students based on the Cumulative Grade Points Average

CGPA	Grade	Classification of Final Result
9.5-10.0	O+	First Class - Exemplary
9.0 and above but below 9.5	O	
8.5 and above but below 9.0	D++	First Class with Distinction
8.0 and above but below 8.5	D+	
7.5 and above but below 8.0	D	
7.0 and above but below 7.5	A++	First Class
6.5 and above but below 7.0	A+	
6.0 and above but below 6.5	A	
5.5 and above but below 6.0	B+	Second Class
5.0 and above but below 5.5	B	
4.5 and above but below 5.0	C+	Third Class
4.0 and above but below 4.5	C	
0.0 and above but below 4.0	U	Re-appear

A candidate who passes all the examinations in Part I to Part V securing following CGPA and Grades shall be declared as follows **for Part I or Part II or Part III:**

- a) A candidate who has passed all the Part-III subjects examination in the first appearance within the prescribed duration of the UG programmes and secured a CGPA of 9 to 10 and equivalent grades “O” or “O+” in part III comprising Core, Electives and Allied subjects shall be placed in the category of “**First Class – Exemplary**”.
- b) A candidate who has passed all the Part-III subjects examination in the first appearance within the prescribed duration of the UG programmes and secured a CGPA of 7.5 to 9 and equivalent grades “D” or “D+” or “D++” in part III comprising Core, Electives and Allied subjects shall be placed in the category of “**First Class with Distinction**”.
- c) A candidate who has passed all Part-III subjects examination of the UG programmes and secured a CGPA of 6 to 7.5 and equivalent grades “A” or “A+” or “A++” shall be declared to have passed that part in “**First Class**”.

- d) A candidate who has passed all Part-I or Part-II subjects examination of the UG programmes and secured a CGPA of 6 and above and equivalent grades “A” or “A+” or “A++” shall be declared to have passed that parts in “**First Class**”.
- e) A candidate who has passed all the Part-I or Part-II or Part-III subjects examination of the UG programmes and secured a CGPA of 5.0 to 6 and equivalent grades “B” or “B+” shall be declared to have passed that parts in “**Second Class**”.
- f) A candidate who has passed all the Part-I or Part-II or Part-III subjects examination of the UG programmes and secured a CGPA of 4.0 to 5 and equivalent grades “C” or “C+” shall be declared to have passed that parts in “**Third Class**”.
- g) There shall be no classifications of final results for Part IV and Part V. However, those parts shall be awarded with final grades in the End semester statements of marks and in the Consolidated statement of marks.

22. Improvement of Marks in the subjects already passed

Candidates desirous of improving the marks awarded in a passed subject in their first attempt shall reappear in the subsequent semester only. The improved marks shall be considered for classification but not for ranking. When there is no improvement, there shall not be any change in the original marks already awarded.

23. Conferment of the Degree

No candidate shall be eligible for conferment of the Degree unless he / she

- i. Has undergone the prescribed course of study for a period of not less than six semesters in an institution approved by / affiliated to the University or has been exempted from in the manner prescribed and has passed the examinations as have been prescribed therefore.
- ii. Has completed all the components prescribed under Parts I to Part V in the CBCS pattern to earn 144 credits.
- iii. Has successfully completed the prescribed Field Work/ Institutional Training (if any) as evidenced by certificate issued by the concerned authorities.

24. Ranking

A candidate who qualifies for the UG degree course passing all the examinations in the first attempt, within the minimum period prescribed for the course of study from the date of admission to the course and secures I or II class shall be eligible for ranking and such ranking shall be confined to 10 % of the total number of candidates qualified in that particular branch of study or maximum of Three Ranks whichever is lower. However the Programmes will be considered for ranking only when there are minimum of 10 students completing that Programme. The improved marks shall not be taken into consideration for ranking.

25. Question Paper Pattern

The question paper pattern for CBCS pattern syllabi for the candidates admitted from the Academic year 2023-24 are as follows:

A. Question Paper Pattern for Part I/Part II/Core /Allied/Elective/Skill Based Subjects**Time : 3hrs****Marks : 75**

Knowledge Level		Section	Marks	Description
K1, K2, K3	1– 10	A(Answer all the questions)	10 x 1 = 10	MCQ
K2, K3	11 – 15	B (Either or pattern)	5 x 5 = 25	Short Answers
K3, K4	16 – 21	C (Answer 3 out of 6)	3 x 10 = 30	Descriptive/ Detailed
K3, K4	22	D (Compulsory Question)	1 x 10 = 10	Application Based/ HOTS

B. Question Paper Pattern for Part I/Part II/Core /Allied/Elective/Skill Based Subjects**Time : 3hrs****Marks : 55**

Knowledge Level		Section	Marks	Description
K1, K2, K3	1– 10	A(Answer all the questions)	10 x 1 = 10	MCQ
K2, K3	11 – 15	B (Either or pattern)	5 x 4 = 20	Short Answers
K3 , K4	16 – 21	C (Answer 3 out of 6)	3 x 6= 18	Descriptive/ Detailed
K3, K4	22	D (Compulsory Question)	1 x 7 = 7	Application Based/ HOTS

C. Question Paper Pattern –Advanced Tamil , Open Elective Courses and Self Study Papers**Time: 3 Hours****Max Marks: 50**

Knowledge Level		Section	Marks	Description
K2, K3	1 – 10	A (Answer all the questions)	10 x 2 = 20	Short Answers / Define
K3 , K4	11 – 15	B (Either or pattern)	5 x 6 = 30	Descriptive/ Detailed

For self study papers, Open Book Examination will be followed.**D. Question Paper Pattern for Part IV subjects**

For Part IV papers like Environmental Studies, Human Rights and Constitution of India, Human Values & Yoga Practice, Examination time shall be **2 hours with maximum of 25 marks**. The pattern shall be 5 out of 10 Questions each carrying 5 marks.

NOTE: The questions should be numbered continuously running through the Sections A, B and C.

Questions should be evenly distributed among the unit in the syllabus in all the sections of the question paper. While framing questions with internal choice, the questions must be identified as (a) or (b).(e.g. 11. a or b). Further, the internal choice must be from the same unit.

ESE for General Awareness shall be conducted online with 100 multiple choice questions (with four options) to be evaluated online. (100 x 0.5 = 50 marks)

For other courses in Part IV of UG programmes namely, **Consumer Affairs, Gender Sensitization, and Women's Rights** the question paper pattern shall be 5 out of 10.

The Controller of the Examinations shall arrange for the setting of question papers on the basis the syllabus and the pattern of question paper duly certified by the Chairpersons of the respective Board of Studies.

26. Syllabus

The syllabus for various courses shall be clearly demarcated into five viable units in each course.

27. Revision of Regulations and Curriculum

The above Regulation and Scheme of Examinations shall be in vogue without any change for a minimum period of three years from the date of approval. The College may revise / amend / change the Regulations and Scheme of Examinations, if found necessary.



CURRICULUM



NEHRU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution affiliated to Bharathiar University)
(Reaccredited with "A" Grade by NAAC, ISO 9001:2015 & 14001:2004 Certified)
Recognized by UGC with 2(f) & 12(B), Under Star College Scheme by DBT, Govt. of India)
Nehru Gardens, Thirumalayampalayam, Coimbatore - 641 105, Tamil Nadu.



SCHOOL OF MANAGEMENT

PROGRAMME EDUCATIONAL OBJECTIVES

PEO 1	Demonstrate competency across business disciplines, specifically apply the essential elements of core business principles to analyze and evaluate problems and to construct and implement solutions in the business environment.
PEO 2	Practice high level of professionalism necessary to deliver the knowledge, expertise and skill of students through the application of research to business problems and issues.
PEO 3	Graduates will have knowledge of professional, interpersonal and ethical responsibility and will contribute to society through active research.
PEO 4	Apply critical reasoning process to specifically employ appropriate analytical models to evaluate evidence, select among alternatives, and generate creative options in furtherance of effective decision making.



SCHOOL OF MANAGEMENT
BBA COMPUTER APPLICATIONS
BATCH 2023-2026
PROGRAMME OUTCOMES

PO1	Critical Thinking	Recognize the need to adapt business practices to the opportunities and challenges of an evolving global environment.
PO2	Usage Of Technology	Efficient team leaders, effective communicators and capable of working in multi- disciplinary environment following ethical values.
PO3	Effective Communication	Identify evaluates, analyze, interpret and apply information to address problems and make decisions in a business context.
PO4	Environment And Sustainability	Communicate in a business context in a clear, concise, coherent and professional manner.
PO5	Individual And Team Work	Apply business discipline knowledge in an integrative manner to business problems.
PO6	Ethics And Values	Demonstrate the understanding and ability to apply professional standards, theory, and research to address business problems within specific concentrations and an understanding of the law and its application to business
PO7	Social Interactions	Function effectively as an individual and as a member or leader in diverse teams, and in multidisciplinary settings.
PO8	Life Long Learning	Capable of adapting to new technologies and constantly upgrades their skills with an attitude towards lifelong learning

PROGRAMME SPECIFIC OUTCOMES (PSOs)

PSO1	Demonstrate functional knowledge of Computer Application in broad based business areas.
PSO2	Equip the students to develop computational and programming skills so as to make them competent to identify a career in IT and ITES business sectors.
PSO3	Enable the students to understand the societal needs and identify their role in domain specific areas.
PSO4	Communicate in a variety of domains, including writing, speaking, listening and reading, while respecting the impact of technology on effective communication.
PSO5	Analyze socio-political-economic environment of business organizations and Develop Lifelong learning



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Scheme of Examination

Programme Name: BBA COMPUTER APPLICATIONS

Programme Code : UBC

(Applicable to the students admitted during the year 2023-2024 onwards)

Semester	Part	Sub. Code	Name of the Subject	Instruction hours / week	Duration of Examination	Examination Marks			Credits	
						CIA	ESE	Total		
I	I	23U1TAM101/ 23U1HIN101 / 23U1MAL101/ 23U1FRN101	Elanthamizh Rachnathmak Hindi Kadhayum Samskaaravum Le Français Fondamental - I	4	3	20	55	75	3	
		II	23U2ENG101	Professional English I	4	3	20	55	75	3
		III	23U3BMC101	Core Paper – I Principles of Management	5	3	25	75	100	4
			23U3BMC102	Core Paper – II Business Environment	5	3	20	55	75	3
	23U3BMC103		Core Paper – III Business Communication	4	3	20	55	75	3	
	23U3MDA101		Allied Paper – I Mathematics for Management – I	5	3	25	75	100	4	
	IV	21U4ENV101	*@ Ability Enhancement Compulsory Course Environmental Studies	2	3	50	-	50	2	
		22U4HVY201	@ Value Education : Human Values and Yoga Practice	1	-	-	-	-	-	
				30	-	-	-	550	22	
II	I	23U1TAM202/ 23U1HIN202/ 23U1MAL202/ 23U1FRN202	Pynthamizh Sanchar Hindi Novalum Bhashaapadanavum Le Français Fondamental - II	4	3	20	55	75	3	
		II	23U2ENG202	Professional English II	4	3	20	55	75	3
		III	23U3BMC204	Core Paper – IV Organizational Behaviour	5	3	25	75	100	4
			23U3BMC205	Core Paper – V Managerial Economics	5	3	20	55	75	3
	23U3BMC206		Core Paper – VI Principles of Marketing	4	3	20	55	75	3	
	23U3MDA202		Allied Paper – II Mathematics for Management – II	5	3	25	75	100	4	
	IV	21U4HRC202	*@ Ability Enhancement Compulsory Course Human Rights and Constitution of India	2	3	50	-	50	2	
		22U4HVY201	@ Value Education : Human Values and Yoga Practice	1	2	50	-	50	2	
				30	-	-	-	600	24	

III	I	23U1TAM303/ 23U1HIN303 / 23U1MAL303/ 23U1FRN303	Arunthamizh Sahityak Hindi Kavithayum Smaranayum Le Français General - III	4	3	20	55	75	3
	II	23U2ENG303	Communicative English - I	4	3	20	55	75	3
	III	23U3BMC307	Core Paper – VII Accounting for Business	5	3	25	75	100	4
		23U3BCC308	Core Paper – VIII Internet and Web Page Design	5	3	25	75	100	4
		23U3BMA303	Allied Paper – III Business Law	5	3	20	55	75	3
	IV	23U4BMZ301	Skill Based Paper – I PC Software (Libre Office) – Practical	3	3	30	45	75	3
		22U4NM3BT1 / 22U4NM3AT1 / 22U4NM3CAF / 22U4NM3GST / 22U4NM3WRT	# @Basic Tamil – I / ##Advanced Tamil – I / * NME: Consumer Affairs / Gender Sensitization / Women’s Rights	2	2	50	50	2	
		SBOEC	Skill Based Open Elective Courses - Extra Departmental Course	2	3	-	50	50	2
		23U4CDVALC	Skill Enhancement- Add on Course – Institute Industry Linkage	-	-	-	-	-	-
					30	-	-	-	600
IV	I	23U1TAM404/ 23U1HIN404 / 23U1MAL404/ 23U1FRN404/	Muthamizh Prayogik Hindi Drisyakalaa Saahithyam Le Français General - IV	4	3	20	55	75	3
	II	23U2ENG404	Communicative English-II	4	3	20	55	75	3
	III	23U3BMC409	Core Paper – IX Advertising and Sales Promotion	5	3	20	55	75	3
		23U3BMC410	Core Paper – X Production and Inventory Management	5	3	25	75	100	4
		23U3BCC411	Core Paper – XI Python Programming	5	3	25	75	100	4
	IV	23U4BMZ402	Skill Based Paper – II: Insurance Principles and Practices	3	3	25	50	75	3
		22U4NM4BT2 / 22U4NM4AT2 / 22U4NM4GEN	# @Basic Tamil – II / ##Advanced Tamil – II / General Awareness	2	2	50	50	2	
		VBOE	Value Based Open Elective Courses – Intra School Course	2	3	-	50	50	2
		23U4CDVALC	Skill Enhancement Add on Course – Institute Industry Linkage	-	-	-	-	-	Grade
				30	-	-	-	600	24

V	III	23U3BMC512	Core Paper – XII Investment Analysis and Portfolio Management	5	3	25	75	100	4
		23U3BMC513	Core Paper – XIII Financial Management	5	3	25	75	100	4
		23U3BMC514	Core Paper – XIV Human Resource Management	4	3	25	75	100	4
		23U3BCC515	Core Paper – XV Computer Networks	4	3	25	75	100	4
		23U3BMA504	Allied Paper – IV Business Research Methods	4	3	20	55	75	3
		23U3BME501/ 23U3BME502/ 23U3BME503	Discipline Specific Elective I	4	3	25	75	100	4
	IV	23U4BMZ503	Skill Based Paper – III Tally Practical	4	3	30	45	75	3
				30				650	26
VI	III	23U3BMC616	Core Paper – XVI Strategic Management	6	3	25	75	100	4
		23U3BCC617	Core Paper – XVII RDMS and Oracle	6	3	25	75	100	4
		23U3BMV618	Core Paper – XVIII Project and Viva Voce	4	3	25	50	75	3
		23U3BME604/ 23U3BME605/ 23U3BME606	Discipline Specific Elective II	5	3	25	75	100	4
		23U3BIE607/ 23U3BME608/ 23U3BME609	Discipline Specific Elective III	5	3	25	75	100	4
	IV	23U4BMZ604	Skill Based Paper – IV Campus to Corporate	4	3	20	55	75	3
	V	22U5EXT601	Extension Activities	-	-	50	-	50	2
				30				600	24
Total								3600	144
Additional Credit (Optional)		Semester II – VI							10 \$

Basic Tamil – Students who have not studied Tamil up to 12th standard.

Advanced Tamil – Students who have studied Tamil language up to 12th standard chosen other languages under part I of the UG programme but would like to advance their Tamil language skills.

* **NME** – Student shall choose any one course out of three courses.

@ No End Semester Examinations. Only Continuous Internal Assessment (CIA)

\$ - Not included in Total marks & CGPA Calculation

** Examination and Evaluation for value added course shall be conducted by the Industry and the marks shall be submitted to the Controller of Examination for the award of the degree.

List of Discipline Specific Elective Papers (Choose any one of the paper):

Elective Papers	Course Code	Group	Name of the Course
Elective Paper I	23U3BME501	A	Intellectual Property Rights
	23U3BME502	B	M-Commerce and Information Technology Services
	23U3BME503	C	Consumer Behavior
Elective Paper II	23U3BME604	A	Services Marketing
	23U3BME605	B	Enterprise Resource Planning
	23U3BME606	C	Brand Management
Elective Paper III	23U3BIE607	A	Rural Marketing
	23U3BME608	B	Customer Value Management
	23U3BME609	C	Entrepreneurship and Small Business Management

Extra Departmental Course (EDC):

S. No.	Semester	Course Code	Course Title
1	III	22U4BM3ED1	Entrepreneurship Development
2		22U4BM3ED2	Soft Skill Development

Intra School Course offered by the Department to other Department Students (within the School):


S. No	Course Code	Name of the Course
1	22U4VBOE01	Design Ecosystem
2	22U4VBOE02	Design Thinking
3	22U4VBOE03	Disaster Management
4	22U4VBOE04	Environmental Pollution and Waste Management (EMS)
5	22U4VBOE05	History of Ancient India
6	22U4VBOE06	Indian Knowledge System
7	22U4VBOE07	Principles of IPR
8	22U4VBOE08	Science, Society and Culture
9	22U4VBOE09	Community Engagement
10	22U4VBOE10	Emotional Intelligence
11	22U4VBOE11	Fundamentals of Tourism
12	22U4VBOE12	Health Education

13	22U4VBOE13	Media and Politics
14	22U4VBOE14	Positive Psychology and Work Life
15	22U4VBOE15	Professional Ethics
16	22U4VBOE16	The Science of Happiness
17	NCC	

- Students shall opt any course within their Schools.
- NCC – Students who qualify NCC B Certificate Examination need not appear for these open Electives. The Credits shall be transferred.

Self Study paper offered by School of Management:

S. No.	Semester	Course code	Course Title
1	Semester	22UBMSS01	Customer Relationship Management
2	II to V	22UBMSS02	Disaster Management


BoS Chairman
 Department of Business Administration
 Nehru Arts and Science College (Autonomous)
 Thirumalayampalayam, Coimbatore - 641 105.
 Chairman

Board of Studies in Business Administration
Nehru Arts and Science College
Coimbatore




SYLLABUS

Course Code	Title		
23UITAM101	Part - I : Elanthamizh (இளந்தமிழ்)		
Semester: I	Credits: 3	CIA: 20 Marks	ESE: 55 Marks
Course Objective	மொழி இலக்கியத்தின் வாயிலாக அறம் சார் பண்பு மற்றும் ஆளுமைமிக்க மாணவர்களை உருவாக்குதல்.		
Course Category	Skill Development (மாணவர்களின் மொழித்திறனை ஊக்குவித்தல்)		
Development Needs	Regional (உலக அளவில் தமிழ் மொழியின் அவசியத்தை உணர்த்துதல்)		
Course Description	மாணவர்களின் மொழித்திறனை ஊக்குவித்தல் மற்றும் உலக அளவில் தமிழ் மொழியின் அவசியத்தை உணர்த்துதல்		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	சங்க இலக்கியங்கள் வாயிலாக சமூகச் சீர்திருத்தச் சிந்தனைகள் பெறப்படும்.	விரிவுரை/ காணொளிப்பட விளக்கம்	ஒப்படைவு
CO 2	அற இலக்கியங்களின் வழி தமிழர்களின் வாழ்வியல் பண்புகளைக் கற்று அறிதல்.	விரிவுரை	குழுத்திட்டம்
CO 3	பெண்ணியக் கவிஞர்களின் படைப்புத்திறனை மாணவர்களுக்கு உணர்த்துதல்	விரிவுரை/ காணொளிப்பட விளக்கம்	கருத்தரங்கு
CO 4	சிறுகதைகளின் வழி சமூக கருத்துகளை மாணவர்களுக்கு அறிவுறுத்தல்	விரிவுரை / குழு விவாதம்	ஒப்படைவு
CO 5	தமிழ் இலக்கிய வரலாற்றுத் திறனை வளர்த்தல்	விரிவுரை/ குழு விவாதம்	கருத்தரங்கு
Offered by	தமிழ்த்துறை		
Course Content : Elanthamizh (இளந்தமிழ்)		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	சங்க இலக்கியம்	1. ஐங்குறுநூறு 2. பதிற்றுப்பத்து 3. பத்துப்பாட்டு - முல்லைப்பாட்டு 4. சிறுபாணாற்றுப்படை	கிள்ளைப்பத்து (281-290) பாடல்கள் இரண்டாம் பத்து (11-15 ஐந்து பாடல்கள்) முல்லைப்பாட்டு முழுவதும் (1-103 வரிகள்) சேரநாட்டின் வளமை
		Instructional Hours	12 Hours
Suggested Learning Methods: நாடக முறையில் கலந்துரையாடல்			
II	அற இலக்கியம் நீதிநூல்கள்	1. அறன் வலியுறுத்தல் 2. புகழ் 3. வாய்மை 4. நாலடியார்-பொருட்பால் 5. நான்மணிக்கடிகை	31 - 40 குறட்பாக்கள் 231 - 240 குறட்பாக்கள் 291 - 300 குறட்பாக்கள் 11 ஆவது அதிகாரம் (கூடா நட்பு 1-10) முதல் ஐந்து பாடல்கள்
		Instructional Hours	12 Hours
Suggested Learning Methods : கலந்துரையாடல்			
III	பெண்ணியக் கவிதைகள்	1. ஆண்டாள் பிரியதர்ஷினி 2. கவிஞர் இளம்பிறை 3. சுகிர்தராணி 4. அ. வெண்ணிலா	பூச்சி வாழ்க்கை- சுயம் பேசும் கிளி தொட்டிச்செடி அம்மா நீரில் அலையும் முகம்
		Instructional Hours	12 Hours
Suggested Learning Methods : புதுக்கவிதை எழுதும் திறன் பெற்றமை			

IV	சிறுகதைகள்	1. குட்டி ரேவதி 2. ஜெயமோகன் 3. ச.தமிழ்ச்செல்வன் 4. வண்ணநிலவன் 5. உமாமகேஸ்வரி	நிறைய அறைகள் உள்ள வீடு யானை டாக்டர் வெயிலோடு போய் எஸ்தர் மரப்பாச்சி										
Instructional Hours			12 Hours										
Suggested Learning Methods : சிறுகதை படைக்கும் திறன் பெற்றமை													
V	தமிழ் இலக்கிய வரலாறு	1. புதுக்கவிதையின் தோற்றமும் வளர்ச்சியும் 2. சிறுகதையின் தோற்றமும் வளர்ச்சியும் 3. படிமம், குறியீடு பற்றிய – விளக்கம்	தமிழ் இலக்கிய வரலாறு										
Instructional Hours			12 Hours										
Suggested Learning Methods : குழு விவாதம்													
Total Hours			60 Hours										
Text Books	இளங்கலை முதலாம் ஆண்டுத்தமிழ் மாணவர்களுக்குரிய பாடநூல் "இளந்தமிழ்" தொகுப்பு: தமிழ்த்துறை ,நேரு கலை மற்றும் அறிவியல் கல்லூரி, கோயம்புத்தூர்.												
Reference Books	சங்க இலக்கியம் - உரையாசிரியர் ஓளவை. துரைசாமிப்பிள்ளை, பதிப்பாசிரியர்கள் இரா.இளங்குமரனார், முனைவர்.பி.தமிழ்மகன், தமிழ்மண் அறக்கட்டளை, சென்னை.17. நிறைய அறைகள் உள்ள வீடு - குட்டிரேவதி எழுத்து பிரசுரம், 11மாடல் நகர், 10-ஆவது வீதி, சென்னை.												
Web. URLs	https://youtu.be/2SMM5LvZYo0												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Seminar	Assignment	Group Project	Total							
4	4	5	2	2	3	20							
Mapping													
PO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	-	H	H	M	H	-	-	L	-	L
CO2	-	-	M	-	H	L	H	H	-	-	-	-	-
CO3	-	-	L	-	M	M	H	H	-	-	-	-	-
CO4	-	-	H	-	H	M	M	L	-	-	L	-	L
CO5	-	-	H	-	H	L	H	H	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by						
Dr. S. Satheesh kumar							Dr. A. Sridevi						

Course Code			
23U1HIN101		Part : I – Rachnathmak Hindi (रचनात्मकता हिन्दी)	
Semester : I	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)			
Course Objective	हिंदी भाषा का अच्छा ज्ञान प्राप्त करने के लिए।		
Course Category	Skill Development		
Development Needs	Regional		
Course Description	Improved accuracy & quality, improved communication		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	नाटक से रचनात्मकता का विकास होता है। यह हमारे आसपास की दुनिया को समझने में भी मदद करता है।	Lecture / Video Methods	Assignment
CO 2	कहानियां छात्रों की कल्पना और जिज्ञासा को जगाने में मदद करती हैं।	Case studies	Group Project
CO 3	व्याकरण हिंदी भाषा को सही ढंग से बोलने, लिखने और समझने में मदद करता है। विज्ञापन लेखन और कहानी लेखन छात्रों को उनके रचनात्मक लेखन और कल्पना शक्ति को विकसित करने में मदद करेगा।	Lectures / Video Lessons	Seminar
CO 4	अनुवाद सभी लोगों के बीच प्रभावी संचार को सक्षम बनाता है।	Lecture / Video Methods	Assignment
CO 5	गद्यांश लेखन लिखित पाठ के सार को समझने और संदर्भ के आधार पर आपके निष्कर्षों का अनुमान लगाने में आपकी बुद्धिमत्ता का आकलन करता है।	Lecture / Dumb Charades	Seminar
Offered by	Hindi		
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	नाटक लड़ाई - 1979 - सर्वेश्वर दयाल सक्सेना	1	All
Instructional Hours			12
Suggested Learning Methods : Visual Learning			
II	कहानी - 1. मजबूरी - मन्नु भंडारी 2. ठाकुर का कुआँ - मुंशी प्रेमचंद 3. चीफ की दावत - भीष्म साहनी 4. भोलाराम का जीव -हरिशंकर परसाई	1	1 to 4
Instructional Hours			12
Suggested Learning Methods : Auditory			

III	1. अनुप्रयुक्त व्याकरण - संज्ञा, सर्वनाम, क्रिया और विशेषण की पहचान करना। 2. विज्ञापन लेखन 3. दिए गए संकेतों से कहानी लेखन।		1	1,2,3									
Instructional Hours				12									
Suggested Learning Methods : Comprehensive writing													
IV	अनुवाद : अंग्रेजी से हिंदी (अनुवाद अभ्यास - 3) 1 - 10 अनुच्छेद		3	1,2									
Instructional Hours				12									
Suggested Learning Methods : Auditory, Visual													
V	पारिभाषिक शब्दावली , गद्यांश लेखन		5	1,2									
Instructional Hours				12									
Suggested Learning Methods : Comprehensive writing													
Total Hours				60									
Text Books	1. नाटक लड़ाई - 1979 - सर्वेश्वर दयाल सक्सेना 2. कहानी संग्रह 3. अनुवाद अभ्यास - 3 दक्षिण भारत हिंदी प्रचार सभा , चेन्नई -17 4. Bharatdarshan.co.nz 5. भाषाशास्त्र का पारिभाषिक शब्द कोश - राजेंद्र द्विवेदी 6. श्री रामदेव , व्याकरण प्रदीप, लोक भारती प्रकाशन, इलाहाबाद												
Reference Books	संदर्भ ग्रंथ 1. हिंदी नाटक और रंगमंच - डॉ राम कुमार वर्मा 2. हिन्दी अलोचना की पारिभाषिक शब्दावली - पेपरबैक 3. आधुनिक हिंदी व्याकरण और रचना - डॉ. वासुदेव नंदन प्रसाद												
Web. URLs													
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Group project	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	M	M	L	-	-	-	-	-	-	-
CO2	-	-	H	L	L	H	-	-	-	-	-	-	-
CO3	-	-	-	L	M	H	-	-	-	-	-	-	-
CO4	-	-	M	M	H	L	-	-	-	-	-	-	-
CO5	-	-	L	M	H	L	-	-	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. S. Swarnalatha							Dr. S. Swarnalatha						

Course Code			
23U1MAL101		Part : I - Kadhayum Samskaaravum (കഥയും സംസ്കാരവും)	
Semester : I		Credits : 3	CIA : 20 Marks
		ESE : 55 Marks	
(Common to all UG Programmes)			
Course Objective		ആധുനികകാലത്തെ മലയാളകഥകളെ കുറിച്ചും സംസ്കാരത്തെ കുറിച്ചും അവബോധം ഉണ്ടാക്കുന്നു	
Course Category		Skill Development	
Development Needs		Regional	
Course Description		Improved accuracy & quality, improved communication	
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	കഥയുടെ സംവേദനം ആസ്വാദകന്റെ അഭിരുചിയെ പൂർത്തിയാക്കുന്നു	Lecture / Video Methods	Assignment
CO 2	പ്രകൃതിയുമായി ബന്ധപ്പെടുന്ന കഥാപരിസരം	Case studies	Group Project
CO 3	ഭക്ഷണവും അതിന്റെ സംസ്കാരവും കൂട്ടായ്മ ഉണ്ടാക്കുന്നു	Lectures / Video Lessons	Seminar
CO 4	ഭക്ഷണത്തിന്റെ മൂല്യം അർത്ഥവത്താക്കുന്നു	Lecture / Video Methods	Assignment
CO 5	ആശയ വിപുലനം	Lecture / Dumb Charades	Seminar
Offered by		Malayalam	
Course Content		Instructional Hours / Week : 4	
Unit	Description		Text Book
			Chapters
I	ചെറുകഥകൾ - സമകാലിക കഥകൾ 1. പരുന്ത് - ഇ.സന്തോഷ്കുമാർ 2. പാലാഴിമമനം - കെ.രേഖ 3. കുളവാഴ - വി .എം .ദേവദാസ് 4. മരണമുണ്ടാക്കിക്കളിക്കാം - പി .വി ഷാജികുമാർ 5. കക്കുകുളി - ഫ്രാൻസിസ് നൊറോണ		1
		Instructional Hours	12
Suggested Learning Methods : Visual Learning			
II	നവോത്ഥാനകഥകൾ 1. വെള്ളപ്പൊക്കത്തിൽ - തകഴി 2. ബസു യാത്ര - കേശവദേവ് 3. മരപ്പാവകൾ - കാര്യൂർ 4. മാണിക്കൻ - ലളിതാംബിക അന്തർജനം 5. ജന്മദിനം - ബഷീർ		1
		Instructional Hours	12
Suggested Learning Methods : Auditory			

III	സംസ്കാര പഠനം - കേരളത്തിലെ രുചിഭേദങ്ങൾ 1. കാസർകോടും കന്നയാളവും ദൈവവിപ്ലവത്തിന്റെ കണ്ണൂരും 2. സാമൂതിരി ,മുട്ടമാല ,എരത്ത് ,ബ്രഹ്മണാൾ - (കോഴിക്കോട്) 3. മലപ്പുറം കേരളത്തിന്റെ അറേബ്യ	1	1,2,3										
Instructional Hours			12										
Suggested Learning Methods : Comprehensive writing													
IV	സംസ്കാര പഠനം - കേരളത്തിലെ രുചിഭേദങ്ങൾ 1. ചേട്ടായിയെ ഇത് ശൂരാട്ടാ - തൃശ്ശൂർ 2. കരിമ്പനകളുടെ നാട്ടിൽ - പാലക്കാട്	1	4,5										
Instructional Hours			12										
Suggested Learning Methods : Auditory, Visual													
V	നവമാധ്യമങ്ങൾ - വിവർത്തനം	1	1,2,3										
Instructional Hours			12										
Suggested Learning Methods : Comprehensive writing													
Total Hours			60										
Text Books	1. ചെറുകഥകൾ - (10 ചെറുകഥകൾ) 2. സംസ്കാര പഠനം - നാടൻ കേരള എക്സ്പ്രസ്സ് ഡോ.സി. ഗണേഷ്, ഗ്രീൻ ബുക്ക്സ് തൃശ്ശൂർ 3. നവമാധ്യമങ്ങൾ - ടി.കെ .സന്തോഷ്കുമാർ ഡി.സി.ബുക്ക്സ് കോട്ടയം												
Reference Books	1. എം. അച്യുതൻ - ചെറുകഥ ഇന്നലെ ഇന്ന് - ഡി.സി.ബുക്ക്സ് കോട്ടയം 2. ചെറുകഥയുടെ ചരമം- വി. രാജകൃഷ്ണൻ മാതൃഭൂമി ബുക്ക്സ് കോഴിക്കോട് 3. പുതിയ കഥ പുതിയ വായന - എഡി : ഡോ.ഷീബാ ദിവാകരൻ പുസ്തകലോകം പ്രസാധികരണം കോഴിക്കോട് 4. കേരള സംസ്കാരം - എ .ശ്രീധര മേനോൻ നാഷണൽ ബുക്ക്സ് കോട്ടയം 5. ന്യൂസ് റൂമിന്റെ അകവും പുറവും - ബി.ആർ .പി.ഭാസ്കർ ഗ്രീൻ ബുക്ക്സ് തൃശ്ശൂർ												
Web. URLs	http://www.keralaculture.org >literature												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Group project	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	M	H	H	-	-	-	-	-	-	-
CO2	-	-	H	L	H	M	-	-	-	-	-	-	-
CO3	-	-	-	M	M	H	-	-	-	-	-	-	-
CO4	-	-	L	M	L	H	-	-	-	-	-	-	-
CO5	-	-	L	-	H	-	-	-	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
N. Rajani							Dr. Smitha C R						

Course Code	Title		
23U1FRN101	Part - I : Le Français Fondamental - I		
Semester : I	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)			
Course Objective	Acquisition of standard French through fundamental French grammar.		
Course Category	Skill Development		
Development Needs	Global		
Course Description	This course has basic knowledge of the French grammar and aims to build a solid foundation in the acquisition of standard French through fundamental French grammar		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Learn basic French grammar along with French civilisation	Lecture	Assignment
CO 2	Knows the gender of nouns	Word game/ Lecture	Seminar
CO 3	Learn Negation, articles, and understand the usage of prepositions.	Lectures / Video Lessons	Quiz
CO 4	Learn Futur proche, Pronominal verb,	Tutorial / Case Studies	Assignment
CO 5	Know to self-introduce and translate simple sentences	Lecture /	Group project
Offered by	French		
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	Mes cinq sens en action	1	0
Instructional Hours			12
Suggested Learning Methods: Worksheets , Reading practice			
II	S'ouvrir aux autres	1	1
Instructional Hours			12
Suggested Learning Methods: Kahoot App, Worksheets			
III	Partager son lieu de vie	1	2
Instructional Hours			12
Suggested Learning Methods : Audio & Visual, Speaking practice			
IV	Vivre au quotidien	1	3
Instructional Hours			12
Suggested Learning Methods : Comprehensive Writing			

V	S'ouvrir à la culture						1	4					
Instructional Hours							12						
Suggested Learning Methods: Translating simple sentences, comprehending the passage.													
Total Hours							60						
Text Books	Saison 1 Méthode de Français – Marie-Noëlle Cocton, Anouchka De Oliveira, Dorothée Duplex (Unit 0 to 4)												
Reference books	A1 Echo Méthode de Français												
Web. URLs	Lingua.com, TV 5 app,												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Quiz	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	M	H	H	-	-	-	-	-	-	-
CO2	-	-	H	L	H	M	-	-	-	-	-	-	-
CO3	-	-	-	M	M	H	-	-	-	-	-	-	-
CO4	-	-	L	M	L	H	-	-	-	-	-	-	-
CO5	-	-	L	-	H	-	-	-	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. R. Malathi							Dr. R. Malathi						

Course Code	Title		
23U2ENG101	Part – II : Professional English – I		
Semester : I	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)			
Course Objective	To help students to imbibe, develop, practice and use the LSRW skills and fine tune their productive skills.		
Course Category	Skill Development		
Development Needs	Global		
Course Description	SD: Helps to develop LSRW skill		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Recognize listening, and reading proficiency through the prose discourses.	Lecture/Tutorial	Assignment
CO 2	Use and interpret imaginative, and creative skills through the poetic genre.	Lecture/Tutorial	Assignment
CO 3	Enhance the students to use English effectively through short story.	Lecture/Tutorial	Speaking
CO 4	Execute and exercise grammatical skills in academics and career.	Lecture/Tutorial	Reading
CO 5	Evaluate the LSRW skills through literature.	Lecture/Tutorial	Writing
Offered by	Department of English		
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	Prose Leigh Hunt – Getting Up On Cold Morning Rajagopalachari – Tree Speaks A.G. Gardiner – On the Rule of the Road Listening Activity – Comprehension practice from Prose.	1	1-3
Instructional Hours			12
Suggested Learning Methods : Flipped Learning			
II	Poetry John Milton – On His Blindness Maya Angelou -Phenomenal Women A. K. Ramanujan – A River Speaking Activity – Group Discussion Forum	1	4-6
Instructional Hours			12
Suggested Learning Methods : Flipped Learning			

III	Short Stories O. Henry – The Last Leaf R. K. Narayan – The Missing Mail Oscar Wilde - The Happy Prince Reading Activity – Pronunciation practice and enhancement from Short-stories						1	7-9					
Instructional Hours							12						
Suggested Learning Methods : Tutorial													
IV	Grammar Parts of Speech Tenses Kinds of Sentences Writing Activity – Paragraph Writing using grammar Components						1	10-13					
Instructional Hours							12						
Suggested Learning Methods : Tutorial													
V	Writing Skills Letter Writing (Formal & Informal) Notice, Writing Circular Memo, Advertisement Minutes of the Meeting						1	14-17					
Instructional Hours							12						
Suggested Learning Methods : ABL													
Total Hours							60						
Text Books	Compiled by the Department of English, NASC.												
Reference Books	CLIL (Content & Language Integrated Learning) – Module by TANSCHENOTE: (Text: Prescribed chapters or pages will be given to the students by the department and the college)												
Web. URLs	https://www.youtube.com/watch?v=QrUPneyZNf0												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Speaking	Reading	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	L	H	L	M	M	H	M	H	H	M	H	M
CO2	M	L	H	L	H	M	H	M	H	H	M	H	M
CO3	M	L	H	L	H	H	H	H	H	H	M	H	M
CO4	M	L	H	L	H	L	H	H	H	H	M	H	H
CO5	H	M	H	L	H	H	H	H	H	H	H	H	M
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
D Pradeek							Dr. R. Malathi						

Course Code	Title		
23U3BMC101	Core Paper: I – Principles of Management		
Semester: I	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(Common to BBA AV / CA / IB / LOGISTICS)			
Course Objective	To Create an Understanding of the Fundamental Principles of Management and various Forms of Business Organizations.		
Course Category	Employability		
Development Needs	National		
Course Description	Demonstrate Critical Management Skills involved in Planning, Organizing, Controlling, Leading and Decision Making in an Organization.		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Understand the various Managerial Functions.	Lecture	Assignment
CO2	Analyse the Planning Process in the Organisation.	Lecture/ Video Lectures	Seminar
CO3	Differentiate various types of Organisations and make appropriate Decision.	Lecture/ Peer Teaching	Seminar
CO4	Demonstrate the ability to Direct and Communicate effectively.	Lecture/NPTEL Video	Assignment
CO5	Evaluate Budget and Budgetary Control System.	Lecture/YouTube videos	Quiz
Offered by	Business Administration		
Course Content	Instructional Hours / Week : 5		
Unit	Description	Text Book	Chapters
I	Introduction: Definition - Managerial functions - Roles and skills of Managers	2	1
	Evolution of Management Thought - Is Management Art or Science		2
	Managerial Functions: An overview of functional areas of Management, Levels of Management.	1	1
Instructional Hours			15 Hrs
Suggested Learning Methods : Flipped Classroom			
II	Planning: Nature and purpose of Planning – Planning process – Types of Planning - Nature, Importance and Types Planning premises – Tools and Techniques of Planning.	1	3, 5 & 6
	Decision Making: Decision Making Meaning- Steps and Process.		
Instructional Hours			15 Hrs
Suggested Learning Methods : Role Play			
III	Organising: Types of Organisations – Organisational Structure	2	13
	Span of Control – Use of Staff units and Committees. Authority and Responsibility relationships		14
	Delegation: Delegation and Centralization, Centralization and Decentralization	1	9
Instructional Hours			15 Hrs
Suggested Learning Methods : Debate			

IV	Staffing: Nature & Scope of Staffing, Manpower Planning, Selection & Training, Performance Appraisal.		2	26									
	Reporting: Meaning, Methods, Kinds of Report												
IV	Directing: Nature, Significance, and its principles. Leadership – Meaning – Styles.		1	17									
	Communication: Importance of Communication Methods of Communication – Types – Barriers. Staffing and Reporting												
Instructional Hours				15 Hrs									
Suggested Learning Methods : Role Play													
V	Controlling: Meaning and Importance – Process of Controlling		1	18									
	Budgetary: Budgetary and Non - Budgetary Control Techniques.			9									
	Mini Case Analysis		-	-									
Instructional Hours				15 Hrs									
Suggested Learning Methods : Just a Minute Presentation													
Total Hours				75 Hrs									
Text Books	1. C.B Gupta, Business Management, Ninth edition, 2012, Sultan Chand Sons, NewDelhi. 2. L.M.Prasad, Principles and practice of Management, 2018, Sultan Chand & Sons, New Delhi.												
Reference Books	1. Koontz O’ Donell, Essentials of Management, 2015, Tata McGraw Hill. 2. Appannaiah & Dinakar, Managing organizations, 2017, Himalaya Publishing house, Mumbai.												
Web. URLs	1. https://byjus.com/commerce/henri-fayol-14-principles-of-management/ 2. https://www.youtube.com/watch?v=CmC8UaCNQFc												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Seminar	Assignment	Quiz	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	M	-	L	H	-	M	H	-	-	H	-	M
CO2	M	-	H	-	-	M	H	-	-	-	-	-	-
CO3	H	L	-	M	-	L	-	M	M	L	-	M	-
CO4	-	-	H	-	-	-	H	-	H	-	M	-	M
CO5	-	H	-	-	M	L	M	-	-	M	-	M	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. C. Hariharasudhan							Dr. R. A. Ayyapparajan						

Course Code	Title		
23U3BMC102	Core Paper: II – Business Environment		
Semester: I	Credits: 3	CIA: 20 Marks	ESE: 55 Marks
(Common to BBA AV / CA / IB / LOGISTICS)			
Course Objective	Launch and grow a business venture within the context of their local and national social, political, legal cultural and economic environment.		
Course Category	Employability / Entrepreneurship		
Development Needs	Regional		
Course Description	To understand the overall Business Environment and Evaluate its various components in business decision-making.		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Understand the nature of the Business Environment and its components.	Lecture	Assignment
CO2	Evaluate the Social Responsibility of Business Groups.	Lecture/YouTube Videos	Seminar
CO3	Demonstrate the Benefits of e-Business Concepts.	Lecture/ DTH Channel	Seminar
CO4	Analyse the recent Economic Environment.	Video Lectures	Assignment
CO5	Compare LPG Concepts.	Lecture	Quiz
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	Basics of Business: Nature and Purpose of Business. Characteristics of Business - Various types of Industry	2	1, 3 & 5
	Forms of business Organization - Sole traders, partnership, Joint Hindu family. Firm – Joint stock Companies – Co – Operative Organizations – Public Utilities and Public Enterprises		
Instructional Hours			15 Hrs
Suggested Learning Methods : Video lectures about Management			
II	Business Environment: Business Environment – meaning – characteristics – scope – Micro and Macro dimensions of Business Environment – Environmental Analysis – Business and Society – Social responsibilities of business towards stakeholders	1	4
Instructional Hours			15 Hrs
Suggested Learning Methods : Group Discussion			
III	Economic Environment: Nature of the Economy – Structure of the Economy – Economic System – Capitalism – Socialism – Mixed Economy – Economic Reforms and New Economic Policy – New Industrial Policy – Fiscal Policy – Monetary Policy	2	6
Instructional Hours			15 Hrs
Suggested Learning Methods : Role Play			

IV	Legal Environment: Trade Liberalization – Import-export policy – Industrial Act – Competition law – Consumer Protection Act - GST and their impact – Liberalization – Meaning – Privatization – Benefits and pitfalls						2	7					
Instructional Hours							15 Hrs						
Suggested Learning Methods : Mini Case Analysis													
V	Globalization - Meaning – Nature and stages of Globalization – Foreign Market Entry Strategies – Foreign Direct Investment – FDI operations in India - Role of WTO – Functions – IBRD – Trade Blocks						2	8 & 9					
Instructional Hours							15 Hrs						
Suggested Learning Methods : Group Discussion													
Total Hours							75 Hrs						
Text Books	<ol style="list-style-type: none"> Bhushan. Y.K. Fundamentals of Business Organisation & Management, Sultan Chand & Sons, 2018. Francis Chernilam, Business Environment Text and Cases, Eastern Book Company, 2014. 												
Reference Books	<ol style="list-style-type: none"> Aswathappa, Essentials of Business Environment, Himalaya Publishing House, NewDelhi,2017 Mishra and Puri, Indian Economy, Himalaya Publishing House, New Delhi, 2015. 												
Web. URLs	<ol style="list-style-type: none"> https://www.taxmann.com/post/blog/business-environment-meaning-characteristics-and-importance/ https://www.youtube.com/watch?v=EK53DG6BRJ8 												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Seminar			Assignment	Field Visit	Total					
4	4	5	2			2	3	20					
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	-	M	H	-	H	H	-	-	-	H	-	-
CO2	M	-	-	-	H	M	-	-	M	-	-	M	-
CO3	H	M	-	H	L	-	-	-	-	M	H	-	H
CO4	-	M	M	-	-	H	-	-	H	-	-	M	-
CO5	M	-	M	H	-	-	M	-	-	M	-	M	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. V. Sudha							Dr. R. A. Ayyapparajan						

Course Code	Title		
23U3BMC103	Core Paper: III – Business Communication		
Semester: I	Credits: 3	CIA: 20 Marks	ESE: 55 Marks
(Common to BBA AV / CA / IB / LOGISTICS)			
Course Objective	To familiarize the students with various forms of communication that exists in business and to analyse the essentials of good report writing.		
Course Category	Employability		
Development Needs	National		
Course Description	Utilize the principles of communication for effective business operations		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Utilize the principles of communication for effective business operations	Lecture	Assignment
CO2	Demonstrate verbal and non-verbal communication skills in appropriate business situation	Lecture/ Group Discussion	Seminar
CO3	Understand the presentation skills needed for effective Communication	Lecture / Role Play	Seminar
CO4	Acquire knowledge on report writing	Lecture/ Video Lectures	Assignment
CO5	Acquire knowledge on business and social etiquette	Lecture	Quiz
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	Introduction: Importance of Business Communication – Process of Communication - Principles of effective communication – Types of communication – Cross-cultural dimensions of Business Communication – Technology and Communication – Barriers to Communication	2	1, 3 & 5
Instructional Hours			12 Hrs
Suggested Learning Methods : Video lectures			
II	Verbal and Non-Verbal Communication: Business Letters – Layout – Sales Letter – Collection Letter, Internal Communication through – notices, circulars, memos, agenda and minutes; Executive summary of Documents, Creative writing	1	18, 19 & 32
Instructional Hours			12 Hrs
Suggested Learning Methods : Group Discussion			
III	Presentation Skills: Interview Skills – Job Application – Resume – Types of Interview – Preparation for Interview, Group Discussion - Communication skills in Group Discussion, Travelogues, Case Study Presentation	2	5 & 7
Instructional Hours			12 Hrs
Suggested Learning Methods : Role Play			
IV	Report Writing: Objectives of report – Types of reports – Report Planning – Qualities of a good Business Report, Journal writing – Abstract - Articles for Publication	2	5 & 7
Instructional Hours			12 Hrs

Suggested Learning Methods : Video Lectures													
V	Business and Social Etiquette: Office Etiquette – Internet Etiquette/Netiquette - Business Card Etiquette - Handshake Etiquette - Mobile Phone Etiquette, Ethics at the Workplace – Personal Integrity										3	5 & 7	
Instructional Hours												12 Hrs	
Suggested Learning Methods : Group Discussion													
Total Hours												60 Hrs	
Text Books	<ol style="list-style-type: none"> 1. Rajendra Pal & Korlahalli, Essentials of Business Communication, Sultan Chand & Sons, New Delhi, 13th Edition, 2011. 2. Urmila and S. M Rai, Business Communication, Himalaya Publication House, New Delhi, 2011. 												
Reference Books	<ol style="list-style-type: none"> 1. Varinder Kumar & Bodh Raj, Business Communication, Kalyani Publishers, New Delhi, 2014. 2. Kathiresan & Radha, Office Management, Prasanna Publishers & Distributors, 2011. 												
Web. URLs	<ol style="list-style-type: none"> 1. https://onlinecourses.swayam2.ac.in/imb19_mg14/preview 2. https://nptel.ac.in/courses/110105052 												
Tools for Assessment (20 Marks)													
CIA I	CIA II			CIA III		Seminar			Assignment		Group Discussion		Total
4	4			5		2			2		3		20
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	-	M	H	-	H	H	-	-	-	H	-	-
CO2	M	-	-	-	H	M	-	-	M	-	-	M	-
CO3	H	M	-	H	L	-	-	-	-	M	H	-	H
CO4	-	M	M	-	-	H	-	-	H	-	-	M	-
CO5	M	-	M	H	-	-	M	-	-	M	-	M	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. S. Jesintha							Dr. R. A. Ayyapparajan						

Course Code	Title		
23U3MDA101	Allied Paper: I – Mathematics for Management I		
Semester: I	Credits : 4	CIA: 25 Marks	ESE: 75 Marks
(Common to BBA AV / CA / IB / LOGISTICS)			
Course Objective	To enable the students to acquire knowledge of Mathematics and Statistics and their use in Business and Managerial Decision making.		
Course Category	Skill Development		
Development Needs	Regional		
Course Description	To get an introduction to quantitative and statistical techniques and excel in preparation for higher studies.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Memorize the basic concepts of Matrices.	Peer Teaching/ Lectures	Assignment
CO 2	Modify the Mathematical concepts of Set Theory for solving business problems.	Group learning/ Lectures	Unit Test
CO 3	Comprehend the basic concepts of Central Tendency.	Lectures / Tutorial	Seminar
CO 4	Compute standard deviation and correlation coefficient for business problems.	Lecture Videos/ Lectures	Assignment
CO 5	Estimate the living indices for consumers' price and cost.	Lectures/Tutorial	Quiz
Offered by	Mathematics		
Course Content		Instructional Hours / Week :5	
Unit	Description	Text Book	Chapters
I	Matrices: Fundamental ideas about matrices and their operational rules – Matrix multiplication – Inversion of square matrices of not more than 3rd order – Solving system of simultaneous linear equations.	1	4
Instructional Hours			15
Suggested Learning Methods : Problem Solving Practice			02 Hrs
II	Set Theory: Introduction – Types of Sets – Set Operation Venn Diagrams	1	3
	Financial Mathematics: Simple and Compound Interest. (Simple problems only)	1	2
Instructional Hours			15
Suggested Learning Methods : https://www.youtube.com/watch?v=oaOm2pnKkyY			02 Hrs
III	Meaning and Definitions of Statistics: Scope and Limitations - Real life applications of statistics - Collection of data – Primary data and Secondary data – Presentation of data by Diagrammatic and Graphical Method – Formation of Frequency Distribution.	1	1-6
	Measures of Central Tendency: Arithmetic Mean, Median and Mode.	1	7
Instructional Hours			15

Suggested Learning Methods : https://www.youtube.com/watch?v=11c9cs6WpJU			02 Hrs										
IV	Measures of Dispersion: Range- Mean Deviation- Quartile deviation-Standard Deviation– Co-efficient of Variation.	1	8										
	Correlation: Introduction- Types Of Correlation- Scatter Diagram – Karl Pearson’s Co-efficient of Correlation – Coefficient of Determination - Spearman’s Rank Correlation.	1	12,13										
Instructional Hours			15										
Suggested Learning Methods : https://www.youtube.com/watch?v=11c9cs6WpJU			02 Hrs										
V	Index Numbers: Concepts – Un weighted and Weighted indices – Tests of index numbers – Consumers price and cost of living indices.	1	10										
	Instructional Hours			15									
Suggested Learning Methods : Problem Solving Practice			02 Hrs										
Total Hours			75 Hrs										
Text Books	1. PA. Navanitham, Business Mathematics and Statistics (Part I & II) , Jai Publishers, May 2016.												
Reference Books	1. S.P. Gupta, Statistical Methods , Sultan Chand & Sons, 2014. 2. R.S.N. Pillai and V.Bagavathi, Statistics , S. Chand & company Ltd., 2003 3. D.C. Sancheti and V.K. Kapoor, Statistics - Theory, Methods & Application , Sultan Chand & Sons, 1999.												
Web. URLs	1. https://www.youtube.com/watch?v=oaOm2pnKkyY 2. https://www.youtube.com/watch?v=1MiT06JFNo4 3. https://www.youtube.com/watch?v=11c9cs6WpJU												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Seminar	Assignment	Periodical Quizzes	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	M	M	M	M	L	M	M	S	L	M
CO2	H	M	L	M	M	M	M	L	H	S	M	M	H
CO3	M	M	L	M	M	M	M	L	S	H	M	H	S
CO4	H	M	L	H	M	M	M	L	M	H	L	M	M
CO5	H	M	L	H	M	H	M	L	M	M	M	H	M
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
S. Ruth Kethsial							T. Chandrapushpam						

Course Code	Title		
21U4ENV101	Ability Enhancement Compulsory Course - Environmental Studies		
Semester : I	Credits : 2	CIA : 50 Marks	
(Common to all UG Programmes)			
Course Objective	This course enables the students to recognize the interconnectedness of multiple factors in environmental challenges and communicate clearly and competently matters of environment concern.		
Course Category	Employability		
Development Needs	National & Global		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Understand key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions	Lecture/ Video Lectures	Album Preparation
CO 2	Understand concepts and methods from ecological and physical sciences and their application in environmental problem solving.	Lecture/ Peer Teaching	Album Preparation
CO 3	Solve the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.	ABL/ Group Discussions	Group Discussions
CO 4	Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.	Video Lessons/ Group discussions	Group Discussions
CO 5	Apply systems concepts and methodologies to analyse and understand interactions between social and environmental processes.	Field visits	Field visit Report
Course Content	Instructional Hours / Week : 2		
Unit	Description	Text Book	Chapters
I	Natural Resources: Forest resources, Water resources, Mineral resources, Food resources, Energy resources and Land resources.	1	2
Instructional Hours			6
Suggested Learning Methods: Video lectures			
II	Ecosystems: Concept of an ecosystem, Structure and function; Introduction, types, characteristic features, structure and function of ecosystem - Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries). Activity: Prepare an album on types of Ecosystem.	1	3
Instructional Hours			6
Suggested Learning Methods: Peer Teaching			
III	Environmental Pollution: Definition Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution and Noise pollution, Solid waste management. Activity: Discuss the solutions for water pollution	1	5
Instructional Hours			6
Suggested Learning Methods : Group Discussion			

IV	Social Issues and the Environment: Water conservation, rain water harvesting, watershed management, Environmental ethics - Issue summits' and possible solutions and Public awareness. Activity: Identify and analyse a Social Issue and an Environment issue in your locality.								1	6			
	Instructional Hours										6		
Suggested Learning Methods : Role Play													
V	Disaster Management: Floods, Earthquakes, Cyclones, Landslides: From management to mitigation of disasters: The main elements of a mitigation and measures of strategy: Floods, Earthquakes, Cyclones and Landslides								2	16			
	Instructional Hours										6		
Suggested Learning Methods : Group Discussion													
Field Work: Visit to local area to document Environmental assets (River / Forest / Grass land / Mountain), Visit to local polluted site (Urban / Rural / industrial / Agricultural), Study of common plants, insects, birds, Study of simple ecosystem: Pond, River, Hill slopes.													
Total Hours										30			
Text Book(s):		<ol style="list-style-type: none"> 1. Shashi Chawla. A Text Book of Environmental Studies, Tata McGraw-Hill, 2012. 2. From UGC website: https://www.ugc.ac.in/oldpdf/modelcurriculum/env.pdf 											
Reference Book(s):		<ol style="list-style-type: none"> 1. Agarwal, K.C. 2001 Environmental Biology, Nidi Public Ltd., Bikaner. 2. Jadhav, H &Bhosale, V.M. 1995 Environmental Protection and Laws Himalaya Pub.House, Delhi 284 p. 3. Mckinney, M.L. &Schoch R.M. 1996. Environmental Science systems & Solutions 4. Odum, E.P. 1971 Fundamentals of Ecology. W.B. Saunders Co. USA. 574 p 5. Rao MN &Datta, A.K. 1987 Waste Water treatment, Oxford & IBH Publication Co. Pvt. Ltd., 345 p. 											
Tools for Assessment (50 Marks)													
Ecosystem Album Preparation			Field visit and report submission			Group discussions about issues related to their locality / about Disaster Management			CIA Test		Total		
10			10			5			25		50		
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	-	L	H	H	H	H	L	L	-	-	-	-
CO2	L	-	L	H	H	H	H	L	L	-	-	-	-
CO3	L	-	L	H	H	H	H	L	L	-	-	-	-
CO4	L	-	L	H	H	H	H	L	L	-	-	-	-
CO5	L	-	L	H	H	H	H	L	L	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by						Verified by Chairman							
Dr. M. Thangavel						Dr. M. Thangavel							

Course Code	Title		
23U1TAM202	Part - I : Pynthamizh (பைந்தமிழ்)		
Semester: II	Credits: 3	CIA: 20 Marks	ESE: 55 Marks
Course Objective	மொழி இலக்கியத்தின் வாயிலாக அறம் சார் பண்பு மற்றும் ஆளுமை மிக்க மாணவர்களை உருவாக்குதல்.		
Course Category	Skill Development (மாணவர்களின் மொழித்திறனை ஊக்குவித்தல்)		
Development Needs	Global /Regional(உலக அளவில் தமிழ் மொழியின் அவசியத்தை உணர்த்துதல்)		
Course Description	மாணவர்களின் மொழித்திறனை ஊக்குவித்தல் மற்றும் உலக அளவில் தமிழ் மொழியின் அவசியத்தை உணர்த்துதல்		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	பக்தி இலக்கியங்கள் வழி வாழ்வியல் நெறிகளை மாணவர்களுக்கு எடுத்துரைத்தல்	விரிவுரை/காணொளிப்பட விளக்கம்	ஒப்படைவு
CO 2	சிற்றிலக்கியங்களின் மூலம் தமிழர்களின் வாழ்க்கை கூறுகளை எடுத்துரைத்தல்	விரிவுரை	குழுத்திட்டம்
CO 3	தமிழ் நாவல்களின் வழி சமுதாயச் சிந்தனைகளைக் கூறுதல்	விரிவுரை/காணொளிப்பட விளக்கம்	கருத்தரங்கு
CO 4	இலக்கண அறிவை வளர்த்தல்	விரிவுரை	ஒப்படைவு
CO 5	தமிழ் இலக்கிய வரலாற்றுத்திறனை மேம்பாடு அடையச் செய்தல்	விரிவுரை/ குழு விவாதம்	கருத்தரங்கு
Offered by	தமிழ்த்துறை		
Course Content: Pynthamizh (பைந்தமிழ்)		Instructional Hours / Week : 4	
Unit	Description	Text Book & Chapters	
I	பக்தி இலக்கியங்கள்	<ol style="list-style-type: none"> திருமந்திரம் - மூன்றாம் தந்திரம் (அதிகாரம் 2) நாலாயிரத் திவ்வியப்பிரபந்தம்- பெரியாழ்வார் மாணிக்கவாசகர்-எட்டாம் திருமுறை திருநாவுக்கரசர்- திருவரங்கமாலை 	
Instructional Hours		12 Hours	
Suggested Learning Methods: ஆன்மிக சிந்தனைத்திறன் பெற்றமை			
II	சிற்றிலக்கியங்கள்	<ol style="list-style-type: none"> கலம்பகம் - நந்திக்கலம்பகம் பள்ளு - முக்கூடப்பள்ளு குறவஞ்சி - திருக்குற்றாலக்குறவஞ்சி பிள்ளைத்தமிழ் - மீனாட்சியம்மை பிள்ளைத்தமிழ் பட்டினத்தார் பாடல்கள் 	
Instructional Hours		12 Hours	
Suggested Learning Methods : கலந்துரையாடல்			
III	நாவல்	<ol style="list-style-type: none"> இமையம் (வெ.அண்ணாமலை) 	
Instructional Hours		12 Hours	
Suggested Learning Methods : நாவல் எழுதும் திறன் பெற்றமை			

IV	இலக்கணம்	1. வல்லினம் மிகும் இடங்கள் 2. வல்லினம் மிகா இடங்கள் 3. யாப்பின் உறுப்புகள் (எழுத்து முதல் தொடை வரை) 4. பாவின் வகைகள்	தமிழ் இலக்கணம்										
Instructional Hours			12 Hours										
Suggested Learning Methods : பிழையின்றி தமிழ் எழுதுதல்													
V	தமிழ் இலக்கிய வரலாறு	1. சிற்றிலக்கியத்தின் தோற்றமும் வளர்ச்சியும் 2. புதினத்தின் தோற்றமும் வளர்ச்சியும் 3. பக்தி இலக்கியத்தின் தோற்றமும் வளர்ச்சியும் 4. விண்ணப்பங்கள், மடல்கள் எழுதச்செய்தல்	தமிழ் இலக்கிய வரலாறு										
Instructional Hours			12 Hours										
Suggested Learning Methods : குழு விவாதம்													
Total Hours			60 Hours										
Text Books	1. இளங்கலை முதலாம் ஆண்டுத்தமிழ் மாணவர்களுக்கரிய பாடநூல் “பைந்தமிழ்” தொகுப்பு: தமிழ்த்துறை, நேரு கலை மற்றும் அறிவியல் கல்லூரி, கோயம்புத்தூர்.												
Reference Books	1. திருமந்திரம் - மாணிக்கவாசகர் அருளிய திருவாசகம் - சித்தாந்த பண்டிதர் திரு.ப.இராமநாத பிள்ளை விளக்க உரையுடன் கழக வெளியீடு, திருநெல்வேலி, 2. தமிழண்ணல - புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சிப் புத்தக நிலையம் மதுரை.												
Web. URLs	https://youtu.be/cL89sSZq_FI												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Seminar	Assignment	Group Project	Total							
4	4	5	2	2	3	20							
Mapping													
PO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	L	H	L	H	H	M	H	-	-	-	-	-
CO2	H	L	M	L	H	L	H	H	-	-	-	-	-
CO3	H	L	L	L	M	M	H	H	-	-	L	-	L
CO4	H	L	H	L	H	M	M	L	-	-	-	-	-
CO5	H	L	H	L	H	L	H	H	-	-	L	-	L
H-High; M-Medium; L-Low													
Course designed by							Verified by						
Dr. S. Satheesh kumar							Dr. A.Sridevi						

Course Code	Title		
23U1HIN202	Part – I : Sanchar Hindi		
Semester : II	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)			
Course Objective	पाठ्यक्रम संवादी हिंदी में पारंगत होने में मदद करता है।		
Course Category	Skill Development		
Development Needs	Regional		
Course Description	Improved accuracy & quality, improved communication		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	कविता की मूल शब्दावली और व्यावहारिक तत्वों को समझें। मुक्त छंद और कविता के पारंपरिक रूपों में अंतर्निहित सामान्य तकनीकों को समझें।	Lecture / Video Methods	Assignment
CO 2	छात्र विभिन्न प्रकार की संवादात्मक स्थितियों में हिंदी में प्रदर्शित करने, चित्रित करने, नाटक करने और व्याख्या करने के लिए अर्जित कौशल को लागू करने में सक्षम होंगे	Case studies	Group Project
CO 3	छात्र औपचारिक और अनौपचारिक पत्र लिखने में सक्षम होंगे।	Lectures / Video Lessons	Seminar
CO 4	अनुवाद सभी लोगों के बीच प्रभावी संचार को सक्षम बनाता है।	Lecture / Video Methods	Assignment
CO 5	छात्र हिंदी भाषा के वक्ता के साथ किसी भी सामान्य विषय पर विभिन्न स्तरों पर बातचीत करने में सक्षम होंगे।	Lecture / Dumb Charades	Seminar
Offered by	Hindi		
Course Content	Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters
I	आधुनिक हिंदी काव्य : रश्मि रथी , रामधारी सिंह 'दिनकर'	1	All
Instructional Hours			12
Suggested Learning Methods : Visual Learning			
II	एकांकी संग्रह : 1. शिवाजी का सच्चा स्वरूप - (सेठ गोविंददास) 2. औरंगजेब की आखिरी रात - रामकुमार वर्मा 3. रीढ़ की हड्डी - (जगदीशचंद्र माथुर) 4. सिपाही की माँ - (मोहन राकेश)	1	1 to 4
Instructional Hours			12
Suggested Learning Methods : Auditory			

III	पत्र लेखन : (छुट्टी पत्र , संपादक को पत्र , पुस्तकों के लिए आदेश पत्र , नौकरी के लिए आवेदन पत्र , निजी पत्र)	1	1,2,3										
Instructional Hours			12										
Suggested Learning Methods : Comprehensive writing													
IV	अनुवाद : हिंदी से अंग्रेजी (अनुवाद अभ्यास - 3) 1 – 10 passages	3	1,2										
Instructional Hours			12										
Suggested Learning Methods : Auditory, Visual													
V	बोलचाल की हिन्दी : 1. शिक्षक - विद्यार्थी 2. ग्राहक-दुकानदार 3. डॉक्टर - रोगी, 4. साक्षात्कार 5. दो यात्री 6. माँ - बेटा	5	1,2										
Instructional Hours			12										
Suggested Learning Methods : Comprehensive writing													
Total Hours			60										
Reference Books	1. रश्मि रथी / रामधारी सिंह "दिनकर" - कविता कोश 2. सरस एकांकी नाटक : डॉ. रामकुमार वर्मा 3. अनुवाद अभ्यास - 3 दक्षिण भारत हिंदी प्रचार सभा , चेन्नई -1												
Reference Books	1. श्रेष्ठ हिन्दी एकांकी -डॉ विजयपाल सिंह 2. बोलचाल : पं० अयोध्या सिंह उपाध्याय 3. हिंदी व्याकरण निबंध और पत्र लेखन -डॉ. एन. एल. माथुर												
Web. URLs	www.webdunia.com												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Group project	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	M	L	M	-	-	-	-	-	-	-
CO2	-	-	H	L	H	H	-	-	-	-	-	-	-
CO3	-	-	L	L	M	H	-	-	-	-	-	-	-
CO4	-	-	M	M	L	L	-	-	-	-	-	-	-
CO5	-	-	L	M	M	M	-	-	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. S. Swarnalatha							Dr. S. Swarnalatha						

Course Code			
23U1MAL202	Part – I : Novalum Bhashaapadanavum		
Semester : II	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)			
Course Objective	വിദ്യാർത്ഥികളിൽ മലയാള ഭാഷയുടെ വികാസവും മലയാള സാഹിത്യത്തിൽ നോവലുകൾക്കുള്ള സ്ഥാനവും വായനാശീലവും വർദ്ധിപ്പിക്കുന്നു		
Course Category	Skill Development		
Development Needs	Regional		
Course Description	Proper guidance, opportunities and encouragement that help them achieve their ambitions		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	സമൂഹത്തിലെ ഒരു വിഭാഗത്തിന്റെ ജീവിതം	Lecture / Video Methods	Assignment
CO 2	പ്രകൃതിയുടെയും മറ്റു ജീവജാലങ്ങളുടെയും മാറ്റങ്ങൾ	Case studies	Group Project
CO 3	പ്രകൃതി നാശത്തിനെതിരായി ഒന്നിച്ചു പ്രവർത്തിക്കുന്നു	Lectures / Video Lessons	Seminar
CO 4	സമൂഹത്തിലെ ഭാഷാസങ്കല്പം തിരിച്ചറിയുന്നു	Lecture / Video Methods	Assignment
CO 5	നല്ല ഭാഷ എങ്ങനെ സൃഷ്ടിക്കാമെന്ന് മനസ്സിലാക്കുന്നു	Lecture / Dumb Charades	Seminar
Offered by	Malayalam		
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	നോവൽ - എൻമകജെ	1	1 to 16
Instructional Hours			12
Suggested Learning Methods : Visual Learning			
II	നോവൽ - എൻമകജെ	1	17 to 34
Instructional Hours			12
Suggested Learning Methods : Auditory			
III	നോവൽ - എൻമകജെ	1	35 to 51
Instructional Hours			12
Suggested Learning Methods : Comprehensive writing			
IV	ഭാഷാപഠനം - തെളിമലയാളം	1	1,2,3
Instructional Hours			12
Suggested Learning Methods : Auditory, Visual			

v	ഭാഷാപഠനം - തെളിമലയാളം						1	4,5					
Instructional Hours							12						
Suggested Learning Methods : Comprehensive writing													
Total Hours							60						
Text Books	1. അംബികാസുതൻ മാങ്ങാട് - എൻമകജെ - ഡി.സി.ബുക്സ് കോട്ടയം 2. എം.എൻ.കാരശ്ശേരി - തെളിമലയാളം - ഡി.സി.ബുക്സ് കോട്ടയം												
Reference Books	1. പ്രൊഫ.എൻ.കൃഷ്ണപ്പിള്ള - കൈരളിയുടെ കഥ - ഡി.സി.ബുക്സ് കോട്ടയം 2. ഡോ. പത്മനാഭൻ നായർ - സമ്പൂർണ്ണമലയാള സാഹിത്യ ചരിത്രം - ഡി.സി.ബുക്സ് കോട്ടയം 3. ഡോ.കെ.എം. ജോർജ്ജ് - ആധുനിക മലയാള സാഹിത്യ ചരിത്രം (പ്രസ്ഥാനങ്ങളിലൂടെ) - ഡി.സി.ബുക്സ് കോട്ടയം 4. എരുമേലി - മലയാള സാഹിത്യം കാലഘട്ടത്തിലൂടെ - ഡി.സി.ബുക്സ് കോട്ടയം												
Web. URLs	http://www.keralaculture.org >literature http://www.manoramaonline.com												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Group project	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	H	H	H	-	-	-	-	-	-	-
CO2	-	-	H	M	H	M	-	-	-	-	-	-	-
CO3	-	-	M	M	M	H	-	-	-	-	-	-	-
CO4	-	-	L	H	L	H	-	-	-	-	-	-	-
CO5	-	-	L	M	L	H	-	-	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by								Verified by Chairman					
N. Rajani								Dr. Smitha C R					

Course Code	Title		
23U1FRN202	Part – I : Le Français Fondamental – II		
Semester : II	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)			
Course Objective	This course is comprised of deep study of grammar categories and aims to apply the grammatical structures correctly.		
Course Category	Skill Development		
Development Needs	Global		
Course Description	This course aims to develop communicative competence of the students in French, to create cultural awareness, to promote autonomy in learning French.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Acquire an understanding of French culture, use the basic foundation of verbs.	Lecture	Assignment
CO 2	Describe a place, learn pronom en, y and adjectives.	Tutorial / Case Studies	Seminar
CO 3	Recall the tenses and learn Imparfait tense	Lectures / Video Lessons	Quiz
CO 4	Write about the weather and learn pronom COD,	Word game / Lecture	Assignment
CO 5	Write short passages and translate, Comprehend the passage and learn pronom COI	Lecture	Group project
Offered by	Department of French		
Course Content	Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters
I	Goûter à la campagne	1	5
Instructional Hours			12
Suggested Learning Methods: Worksheets, TV5 App			
II	Voyager dans sa ville	1	6
Instructional Hours			12
Suggested Learning Methods: Kahoot App, Duolingo			
III	Faire du neuf avec du vieux	1	7
Instructional Hours			12
Suggested Learning Methods : Comprehensive Writing			

IV	Changer d'air						1	8					
Instructional Hours							12						
Suggested Learning Methods : Comprehensive Writing													
V	Devenir éco-citoyen						1	9					
Instructional Hours							12						
Suggested Learning Methods : Translating simple sentences and short passages													
Total Hours							60						
Text Books	Saison 1 Méthode de Français – Marie-Noëlle Cocton, Anouchka De Oliveira, Dorothée Duplex (Unit 5 to 9)												
Reference Books	A1 Echo Méthode de Français												
Web. URLs	Lingua.com, TV 5 app, Learn French by podcast (spotify)												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Quiz	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	M	H	H	-	-	-	-	-	-	-
CO2	-	-	H	L	H	M	-	-	-	-	-	-	-
CO3	-	-	-	M	M	H	-	-	-	-	-	-	-
CO4	-	-	L	M	L	H	-	-	-	-	-	-	-
CO5	-	-	L	-	H	-	-	-	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. R. Malathi							Dr. R. Malathi						

Course Code		Title		
23U2ENG202		Part – II : Professional English – II		
Semester : II		Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)				
Course Objective		To equip the students with the language skills and its functional usage. Facilitate the insight and taste of Literature.		
Course Category		Skill Development		
Development Needs		Global		
Course Description		SD: Helps to develop LSRW skill		
Course Outcomes		Teaching Methods	Assessment Methods	
CO 1	Mastering life skills through prose discourse.	Lecture/Tutorial	Assignment	
CO 2	Acquire ethics and values through poetic genre.	Lecture/Tutorial	Assignment	
CO 3	Recognise the nuances of English language through short stories.	Lecture/Tutorial	Speaking	
CO 4	Enhance fluency over language with self-confidence.	Lecture/Tutorial	Reading	
CO 5	Examine how the language is used in literature and develop LSRW Skills	Lecture/Tutorial	Writing	
Offered by		Department of English		
Course Content			Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters	
I	Prose E.M. Forster - Tolerance Mahatma Gandhi - Women Not the Weaker Sex Issac Asimov - The Fun They had Listening Activity – Comprehension practice from Prose.	1	1-3	
Instructional Hours			12	
Suggested Learning Methods : Cooperative Learning				
II	Poetry Robert Frost - Stopping by Woods on a Snowy Evening William Blake - A Poison Tree Alexander Pope – Ode on Solitude Speaking Activity – Group Discussion Forum	1	4-6	
Instructional Hours			12	
Suggested Learning Methods : Inquiry Based Learning				
III	Short Stories Mark Twain - The Cat and the Painkiller Japanese Folk Tale - The Envious Neighbour Hector Hugh Munro (Saki) – The Open Window Reading Activity – Pronunciation practice and enhancement from Short-stories	1	7-9	
Instructional Hours			12	
Suggested Learning Methods : Classroom Activity				

IV	Grammar Articles Concord Active and Passive Voices Direct and Indirect Speech Writing Activity – Paragraph Writing using grammar Components						1	10-13					
	Instructional Hours							12					
Suggested Learning Methods : Direct Method													
V	Writing Skills Resume Writing Email Writing Dialogue Writing Testimonial Writing Creative Writing						1	14-17					
	Instructional Hours							12					
Suggested Learning Methods : Activity Based Learning													
Total Hours							60						
Text Books		Compiled by the Department of English NASC.											
Reference Books		CLIL (Content & Language Integrated Learning) – Module by TANSCHENOTE: (Text: Prescribed chapters or pages will be given to the students by the department and the college)											
Web. URLs													
Tools for Assessment (20 Marks)													
CIA I		CIA II		CIA III		Assignment	Speaking	Reading	Total				
4		4		5		2	2	3	20				
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	L	H	L	M	M	H	M	H	H	M	H	M
CO2	M	L	H	L	H	M	H	M	H	H	M	H	M
CO3	M	L	H	L	H	H	H	H	H	H	M	H	M
CO4	M	L	H	L	H	L	H	H	H	H	M	H	H
CO5	H	M	H	L	H	H	H	H	H	H	H	H	M
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
D. Pradeek							Dr. R. Malathi						

Course Code	Title		
23U3BMC204	Core Paper: IV – Organizational Behaviour		
Semester: II	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(Common to BBA AV / CA / IB / LOGISTICS)			
Course Objective	To understand organisational behaviour and management practices by examining psychological principles		
Course Category	Employability		
Development Needs	National		
Course Description	This course provides a comprehensive analysis of individual and group behaviour in organizations.		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Enable the students to understand the impact of Individual and Group behaviour within organizations	Lecture/ Video Lectures	Assignment
CO2	Evaluate the significance of employee attitude of productivity.	Lecture/ NPTEL Video	Seminar
CO3	Apply motivational theories in workplace to create an effective organisational environment	Lecture/ Peer Teaching	Assignment
CO4	Create a conducive environment to facilitate group functioning, articulate conflict management competencies in managing and resolving conflicts.	Lecture/ Magazine Review	Group Discussion
CO5	Assess the need of counselling and become responsible leaders	Lecture/ Real Time Case Discussion	Group Discussion
Offered by	Business Administration		
Course Content	Instructional Hours / Week : 5		
Unit	Description	Text Book	Chapters
I	Organizational behaviour – Concept – Nature – Objectives and Elements – Importance – Models. Disciplines contributing to Organizational Behaviour – Individual Behaviour	1	1
	Personality: Personality tests - Nature, Types and it Uses – Theories.	1	2
Instructional Hours			15 Hrs
Suggested Learning Methods : Role Play			
II	Employee attitude: Employee behaviour and their significance to Employee productivity - Job analysis.	2	4
	Communication: Role of Transactional Analysis in effective Communication - Brain storming - Halo Effect.		7
Instructional Hours			15 Hrs
Suggested Learning Methods : Group Discussion			
III	Job satisfaction - Meaning – factors. Morale – Meaning – Importance. Perception - Factors affecting Perception	2	3 & 5
	Motivation – Meaning - Theories & Techniques		
Instructional Hours			15 Hrs
Suggested Learning Methods : Debate			

IV	Group Dynamics – Group formation, Group norms – Group Cohesiveness, Stress- Stress Management Techniques						1	9 & 11					
	Conflict - Types of Conflict – Resolution of conflict-Grievance Redressal												
Instructional Hours							15 Hrs						
Suggested Learning Methods : Flipped Classroom													
V	Leadership - Types - Theories – Trait, Managerial Grid, Fiedler’s contingency						3	15					
	Counselling - Meaning - Importance of counsellor – types of counselling - merits of counselling.						1	10					
	Mini Case Analysis						-	-					
Instructional Hours							15 Hrs						
Suggested Learning Methods : Just a Minute Presentation													
Total Hours							75 Hrs						
Text Books	1. Stephen P. Robbins & Timothy A Judge, Organizational Behaviour, 17 th Edition, Pearson Education Limited, 2018. 2. Knud Sinding and Christian Waldstrom, Organisational Behaviour, McGraw Hill, 5 th Edition 2014.												
Reference Books	1. Daniel King and Scott Lawley, Organizational Behaviour, Oxford University Press, 2 nd Edition 2016. 2. Subha Rao P, Organisational Behaviour, Himalaya Publishing house, 2017, Mumbai.												
Web. URLs	1. https://www.iedunote.com/organizational-behavior 2. https://www.youtube.com/watch?v=QJAv6674_Sw												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Seminar	Assignment	Group Discussion	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO 6	PO7	PO8	PSO 1	PSO 2	PSO3	PSO4	PSO5
CO1	M	-	H	-	M	H	H	-	-	M	-	-	M
CO2	L	-	-	-	-	M	-	M	-	-	-	M	-
CO3	M	L	H	-	M	M	-	-	-	H	-	-	M
CO4	-	M	-	M	-	M	H	-	M	M	M	-	-
CO5	H	-	H	-	H	L	-	M	L	-	-	M	H
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. T. Sudha							Dr. R. A. Ayyapparajan						

Course Code	Title		
23U3BMC205	Core Paper: V – Managerial Economics		
Semester: II	Credits: 3	CIA: 20 Marks	ESE: 55 Marks
(Common to BBA AV / CA / IB / LOGISTICS)			
Course Objective	Develop knowledge on different Market Structures and make the Price and Output Decisions.		
Course Category	Employability		
Development Needs	National		
Course Description	The Course brings together topics in Microeconomics and Macroeconomics that can be applied to Business Decision Making.		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Understand the Concept of Elasticity of demand and to identify the determinants of demand to Forecast Demand.	Lecture	Assignment
CO2	Assess technically the possible ways of increasing the Level of Production.	Lecture / Real Time Case Discussion	Assignment
CO3	Develop knowledge on different Market Structures and make the Price and Output Decisions.	Lecture / Swayam Prabha DTH	Seminar
CO4	Demonstrate the Common Pricing Strategies.	Video Lectures	Quiz
CO5	Analyse the role of Government and taxes in Controlling Inflation and Deflation.	Lecture / Magazine Review	Seminar
Offered by	Business Administration		
Course Content	Instructional Hours / Week : 5		
Unit	Description	Text Book	Chapters
I	Managerial Economics: Nature and Scope - Objectives of Business Firms - Profit Maximization – relationship between Micro, Macro and managerial economies – the role of markets and government – Market – Demand & Supply - Determinants – Elasticity of supply	1	1 & 2
	Demand Analysis: Law of Demand - Elasticity of demand		
Instructional Hours			15 Hrs
Suggested Learning Methods : Group Discussion			
II	Production Function: Factors of production - Laws of Diminishing Returns and Law of Variable Proportions.	1	5 & 6
	Cost and Revenue: Curve – Break-Even Point (BEP) Analysis		
Instructional Hours			15 Hrs
Suggested Learning Methods : Poster Making			
III	Market Structure: Prices - Pricing under Perfect competition	2	19, 20, 23 & 24
	Pricing under monopoly – Price Discrimination - Pricing under monopolistic competition – Oligopoly		
Instructional Hours			15 Hrs
Suggested Learning Methods : Role Play			

IV	Pricing: Pricing under Factors of Production; Wages – Marginal productivity theory - Interest- Keynes Liquidity preference theory						2	31, 32 & 33					
	Theories of Profit: Dynamic theory of Profit – Risk Theory - Uncertainty theory.												
Instructional Hours							15 Hrs						
Suggested Learning Methods : Survey Method													
V	Government and Business: Performance of Enterprises in India						1	19					
	Price Policies in Public Utilities. Public Sector – Goals – Types and Classification – Evolution and Objectives of Public sector in India. Mini Case Analysis.												
Instructional Hours							15 Hrs						
Suggested Learning Methods : Real Time Case Discussions													
Total Hours							75 Hrs						
Text Books	<ol style="list-style-type: none"> 1. S. Sankaran, Managerial Economics, Margham Publications, Chennai, 2017. 2. Sundaram. K.P & Sundaram, E - Business Economics, Mac Millan Press, New Delhi, 2018. 												
Reference Books	<ol style="list-style-type: none"> 1. Dr. R. L. Varshney & K. L. Maheshwari, Sultan Chand & Sons, New Delhi 2018. 2. D. Gopalakrishna, Managerial Economics, Himalaya Publishing House, Mumbai, 2013 												
Web. URLs	<ol style="list-style-type: none"> 1. https://www.cfainstitute.org/-/media/documents/support/programs/cfa/prerequisite-economicmaterial-demand-and-supply-analysis-intro.pdf 2. https://www.youtube.com/watch?v=9puVhFkJ9ew 3. https://www.simplilearn.com/market-structures-rar188-article#:~:text=Market%20structure%20refers%20to%20the,monopolistic%20markets%2C%nd%20monopolistic%20competition. 												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Seminar			Assignment		Quiz	Total				
4	4	5	2			2		3	20				
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	-	-	H	-	L	M	-	-	M	-	M	-
CO2	M	-	-	-	L	-	-	M	-	-	M	-	-
CO3	-	M	-	M	M	-	L	-	-	L	-	H	-
CO4	H	-	L	-	-	M	-	M	M	M	-	-	M
CO5	M	M	-	-	H	-	H	H	-	-	M	M	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. B. Vasanthi							Dr. R. A. Ayyapparajan						

Course Code	Title		
23U3BMC206	Core Paper: VI – Principles of Marketing		
Semester: II	Credits: 3	CIA: 20 Marks	ESE: 55 Marks
(Common to BBA AV / CA / IB / LOGISTICS)			
Course Objective	Enable the students to do market research and design promotional strategies for developing business.		
Course Category	Employability		
Development Needs	National		
Course Description	Relationship and value through marketing, marketing strategies		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Understand the Marketing Strategies	Lecture/ Case Study	Assignment
CO2	Understand the factors influencing of Consumer Behaviour	Lecture/ Role Play	Seminar
CO3	Apply tools and methods to do Marketing Research	Lecture/ Peer Teaching	Seminar
CO4	Formulate effective Product Strategies	Lecture/ Role Play	Assignment
CO5	Promote product in the social media.	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	Introduction to Marketing – Definitions - Conceptual frame work - Relationship and value through marketing, Marketing Strategies - Ethics and Social Responsibility: Marketing Environment, Ethical behaviour, Social Responsibility	1	1&2
Instructional Hours			12 Hrs
Suggested Learning Methods : Video lectures			
II	Consumer Behaviour: Consumer purchase decision process and experience, Factors influencing consumer behaviour Global Markets: Economic Protectionism and considerations, Global Companies	1,2	5,6
Instructional Hours			12 Hrs
Suggested Learning Methods : Video lectures			
III	Marketing Research: Scope, Research process Measuring social media Brand Building: Segmentation, Targeting and Positioning, Brand Equity, addressing competition and driving growth. Packaging- Characteristics of a good Package, Packaging Decision	2	2,4,19 & 20,23
Instructional Hours			12 Hrs
Suggested Learning Methods : Video lectures			

IV	Product Management – New Product Development, Setting product strategies. Services and Price: Designing and managing services, Developing Pricing strategies and programmes		2	31,32									
Instructional Hours				12 Hrs									
Suggested Learning Methods : Video lectures													
V	Channels of Distributions – Roles of Marketing Channels, Channel - Design Decisions Promotion: Advertising, Sales Promotion, Public Relations & Social Media Introduction to digital marketing concepts. Digital Marketing: Introduction to digital marketing concepts.		1	19									
Instructional Hours				12 Hrs									
Suggested Learning Methods : Video lectures													
Total Hours				60 Hrs									
Text Books	1. Kerin& Hartley, Marketing the Core , Tata McGraw Hill, 6 th Edition 2016. 2. Kotler, P.,& Keller, K.L. (2016).Marketing Management(15th ed.), Pearson Education.												
Reference Books	1. Harris, L.C., Kotler, P., Armstrong, G., & He, H. (2020). Principles of Marketing, Pearson. 2. Kotler, P., Armstrog, G., Swee-Hoon, A., Siew-Meng, L., Chin-Tiong, T., & Hong-MngYau, O. (2017). Principles of Marketing, An Asian Perspective, Pearson.												
Web. URLs	1. https://www.tutorialspoint.com/marketing_management/marketing_management_functions.htm 2. https://www.feedough.com/market-segmentation-definition-basis-types-examples/												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Seminar	Assignment	Quiz	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO3	PSO4	PSO5
CO1	H	M	-	H	-	H	M	M	-	H	M	-	H
CO2	M	-	L	M	-	-	-	H	-	L	-	M	-
CO3	L	L	M	M	-	H	M	M	H	-	H	-	H
CO4	-	L	M	H	L	M	M	H	-	H	-	-	-
CO5	M	H	-	M	-	-	M	-	H	-	-	-	M
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. V. Sudha							Dr. R. A. Ayyapparajan						

Course Code		Title		
23U3MDA202		Allied Paper: II – Mathematics for Management II		
Semester: II		Credits : 4	CIA: 25 Marks	ESE: 75 Marks
(Common to BBA AV / CA / IB / LOGISTICS)				
Course Objective		On successful completion of the course the student should have learn the application of Mathematics in industry and in real life.		
Course Category		Skill Development		
Development Needs		Regional		
Course Description		Operations research is an analytical approach of problem-solving skill and Decision-making that is useful in the management of organizations.		
Course Outcomes		Teaching Methods	Assessment Methods	
CO 1	Classify different OR models and knowing their advantages in decision making environment	Group learning/ Lectures.	Assignment	
CO 2	Recognize and formulate transportation, assignment problems and drive their optimal solution.	Peer Teaching/ Lectures	Unit Test	
CO 3	Gain knowledge about Game theory	Lectures/ Tutorial	Seminar	
CO 4	Construct Network models (PERT & CPM) for scheduling the project.	Group learning/ Lectures	Assignment	
CO 5	Identify the optimal situations for making replacement policy and to know the objectives for holding inventories.	Video Lectures/ Lectures	Quiz	
Offered by		Mathematics		
Course Content			Instructional Hours / Week :5	
Unit	Description	Text Book	Chapters	
I	Introduction to Operation Research: Introduction – Scope – Phases of OR – Models in OR – Advantages of a model – Classification of models.	1	1	
	Linear programming – Mathematical Formulation-Solving LPP using Graphical Method-Simplex Method.	1	2,3	
Instructional Hours			15	
Suggested Learning Methods : Problem Solving Practice			02 Hrs	
II	Transportation Problems: Introduction – Initial Basic Feasible solutions – Unbalanced Transportation Problem-Optimality	1	8	
	Assignment Problem: Introduction –Hungarian Assignment method –Maximization in Assignment problem Unbalanced Assignment problem.	1	9	
Instructional Hours			15	
Suggested Learning Methods : Seminar			02 Hrs	

III	Game Theory: Concept of Pure and Mixed strategies – Solving 2 x 2 matrices with and without saddle point. Graphical solution - m x 2 and 2 x n games. Solving games by Dominance Property.		1	17									
Instructional Hours				15									
Suggested Learning Methods : Problem Solving Practice				02 Hrs									
IV	Network Scheduling: Critical Path Method - Principles Construction of network Forward pass –Backward pass computations – Types of floats- Practical problems in Networking methods		1	13									
	PERT: Critical path – Probability of completion of project- Difference between PERT and CPM.		1	13									
Instructional Hours				15									
Suggested Learning Methods: https://www.youtube.com/watch?v=2AOhCWhwOKo				02 Hrs									
V	Replacement Models: Introduction –Replacement of items that deteriorates gradually (value of money does not change with time) - Group replacement models)		1	15									
Instructional Hours				15									
Suggested Learning Methods : Problem Solving Practice				02 Hrs									
Total Hours				75 Hrs									
Text Books		Kalavathy, Operations Research , Vikas Publishing House Pvt. Ltd, 2009											
Reference Books		<ol style="list-style-type: none"> 1. Prem Kumar Gupta and Dr. D. S. Hira, Problems in Operations Research, S. Chand & Company Ltd., Reprint, 2001. 2. Kanti Swarup, P.K. Gupta and Man Mohan, Operations Research, Sultan Chand and Sons, 1999. 3. Taha H. A, An introduction Operation Research, Prentice- Hall of India - 2009 											
Web. URLs		<ol style="list-style-type: none"> 1. https://www.digimat.in/nptel/courses/video/110106062/L01.html 2. https://www.youtube.com/watch?v=2AOhCWhwOKo 											
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Seminar	Assignment	Periodical Quizzes	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	L	H	H	H	H	L	M	M	L	M	M
CO2	H	M	L	H	H	M	H	L	H	M	H	H	M
CO3	H	H	L	H	M	M	H	L	M	L	H	H	M
CO4	H	H	L	H	H	H	H	L	H	M	M	H	L
CO5	H	H	L	H	M	M	H	L	M	M	L	M	M
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
S. Ruth Kethsial							T. Chandrapushpam						

Course Code	Title	
21U4HRC202	Ability Enhancement Compulsory Course - Human Rights and Constitution of India	
Semester : II	Credits : 2	CIA : 50 Marks

(Common to all UG Programmes)

Course Objective:

Understand the concept of human rights and the importance of Indian Constitution.

Course Outcomes:

CO1	Understand the principal aspects of human rights and duties in a broad sweep.
CO2	Acquire the knowledge about the Fundamental Duties and Rights of Indian Citizen
CO3	To know the rights of women and Children in India
CO4	Understand the structure and importance of Indian Constitution
CO5	Know the functions of Government and Election Commission of India

Course Content**Instructional Hours / Week : 2**

Unit	Description	Instructional Hours	6
I	An Introduction to Human Rights :Values – Dignity, Liberty, Equality, Justice, Unity in Diversity - Human Rights – Meaning and features; Significance of the study - Classification of Human Rights - Rights and Duties – Correlation	Instructional Hours	6
II	Human Rights and Fundamental Rights - Fundamental Rights and Fundamental Duties- Directive Principles - Role of Judiciary in the protection of Human Rights- National Human Rights Commission <i>Activity : Case Study related to Human Rights</i>	Instructional Hours	6
III	Human Rights of Women and Children- Social Practice and Constitutional Safeguards – Female foeticide and infanticide-Physical assault and Harassment- Domestic violence- Conditions of Working Women <i>Activity : Conduct a Group Discussion on the above topics</i>	Instructional Hours	6
IV	Constitution – Structure and Principles - Meaning and importance of Constitution - Making of Indian Constitution –Sources - Salient features of Indian Constitution- Government of Union- Government of State-Features of judicial system in India	Instructional Hours	6
V	Federalism in India – Features - Local Government -Panchayat –Powers and functions -Election Commission –Organisation and functions-Citizen oriented measures – RTI – Provisions and significance <i>Activity : Seminar/ Role play related to Indian Constitution</i>	Instructional Hours	6
		Total Hours	30

Text Book:

1. **“Human Rights and Constitution of India”**, Compiled by Curriculum Development Cell, Nehru Arts and Science College.

Tools for Assessment (50 Marks)

Case Study and Report submission	Seminar / Role play	Group Discussion	Comprehensive test for 5×5 = 25 marks	Total
10	10	5	25	50

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	-	L	H	H	H	H	-	-	-	-	-
CO2	-	-	-	L	H	H	H	H	-	-	-	-	-
CO3	-	-	-	L	H	H	H	H	-	-	-	-	-
CO4	-	-	-	L	H	H	H	H	-	M	-	-	-
CO5	-	-	-	L	H	H	H	H	-	M	-	-	-

H-High; M-Medium; L-Low

Course Designed by	Verified by Chairman
Dr. E. Vijaya Gowri	Dr. N. Saranya

Course Code	Title	
22U4HVY201	Value Education : Human Values and Yoga Practice	
Semesters : I & II	Credits : 2	CIA : 50 Marks

(Common to all UG Programmes)

Course Objective:

- To help the students appreciate the essential complementarity between 'values' and 'skills' to ensure sustained happiness and prosperity, which are the core aspirations of all human beings.
- To prepare and distribute standardized Yoga teaching and training material with reference to institute health.

Course Outcomes:

CO1	To know the importance of Ethics to be followed in the Human life.
CO2	To inculcate a sense of respect towards harnessing values of life and spirit of fulfilling social responsibilities.
CO3	To gain knowledge about the values that develops life skills.
CO4	To understand and Practice Meditation & Surya Namaskar.
CO5	To understand and apply the knowledge for physical health and well being through Asanas

Course Content**Instructional Hours / Week : 1 (For Semesters I and II)**

Unit	Description	Instructional Hours
I	Human Values – Introduction - Definition of Ethics and Values - Character and Conduct - Nature and Scope of Ethics. Individual and Society - Theories of Society - Social Relationships and Society - Empathy: Compassion towards other beings.	4
II	Self-realization and Human Values -Self-realization and Harmony-Rules and Regulations- Rights and Duties-Good and Obligation-Integrity and Conscience. Obligation to Family - Trust and Respect-Codes of Conduct.	5
III	Character Formation Towards Positive Personality: Truthfulness, Constructivity, Sacrifice, Sincerity, Self Control, Altruism, Tolerance, Scientific Vision. Refinement of worries: Neutralization of anger-Intelligent quotient(IQ),Emotional quotient(EQ),Spiritual Quotient (SQ)	5
IV	Power of Meditation - Development of mind in stages - Mental Frequencies Methods for Concentration. Meditation Practices - Surya Namaskar. Physical Exercises -Kayakalpa Practices Training for Potentialising the Mind.	6

V	ASANAS	
	Standing Posture: Tadasana, Utkattasana, arthaKadi Chakrasana, Trikonasana, Artha Chandrarasana, Padahastasana, Virabhadrasana, Vrikshasana, Artha, Natarajasana. Sitting posture: Padmasana, Gomukasana, Ustrasana, ArdhaMatsyendrasana, Patchimottanasana. Prone posture: Bhujangasana, shalabhasana, Dhanurasana, Chakrasana. Supine posture: Sarvangasana, Halasana, Matsyasana, Shanti asana Pranayama: Bhastrika, Bhramari, NadiShodhan	
Instructional Hours		10
Total Hours		30

Text book:

1. “Value Education”, compiled by Curriculum Development cell, Nehru Arts and Science College.

Tools for Assessment

25 marks	25 marks
Comprehensive test in Units I to III for 25 marks during CIA III of Sem. II	Perform 02 Yoga postures for Practical exam to be conducted during the mid. of Sem. II

Mapping

PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	-	H	L	M	H	H	-	-	-	-	-
CO2	-	-	-	L	M	H	M	H	-	-	M	-	-
CO3	-	-	-	L	M	H	S	H	-	-	-	-	-
CO4	-	-	-	L	L	H	M	H	-	-	-	-	-
CO5	-	-	-	L	L	H	M	H	-	-	-	-	-

H-High; M-Medium; L-Low

Course Designed by	Verified by Chairman
Karthi M	Dr. N. Kavitha

Course Code	Title		
23U1TAM303	Part-I : Arunthamizh (அருந்தமிழ்)		
Semester: III	Credits: 3	CIA: 20 Marks	ESE: 55 Marks
Course Objective	தமிழ்க் காப்பியங்களின் வழி அறம் சார்ந்த சிந்தனைகளை உருவாக்குதல்		
Course Category	Skill Development (மாணவர்களின் மொழித்திறனை ஊக்குவித்தல்)		
Development Needs	Global/Regional (உலக அளவில் தமிழ் மொழியின் அவசியத்தை உணர்த்துதல்)		
Course Description	மாணவர்களின் மொழித்திறனை ஊக்குவித்தல் மற்றும் உலக அளவில் தமிழ் மொழியின் அவசியத்தை உணர்த்துதல்		
Course Outcomes	Teaching Methods	Assessment Methods	
CO 1	தமிழ் நூல்களில் அணிநலம் அறிதல், அறம் சார்ந்த சிந்தனைகளை வளர்த்தல்.	விரிவுரை/ காணொளிப்பட விளக்கம்	ஒப்படைவு
CO 2	தமிழ் இலக்கிய வகைகளைக் கூறுவதன் மூலம் தமிழின் இலக்கிய வளத்தை உணர்ச்செய்தல்.	விரிவுரை	குழுத்திட்டம்
CO 3	மாணவர்களிடையே காலத்திற்கேற்ப மொழிவளர்ச்சியை உருவாக்குதல்.	விரிவுரை/ காணொளிப்பட விளக்கம்	ஒப்படைவு
CO 4	நாட்டின் சிறந்த குடிமக்களாக மாணவர்களை உருவாக்குதல்.	விரிவுரை// குழு விவாதம்	கருத்தரங்கு
CO 5	மாணவர்களின் மனநலத்தை வளர்த்தல்.	விரிவுரை/ குழு விவாதம்	கருத்தரங்கு
Offered by	தமிழ்த்துறை		
Course Content : Arunthamizh (அருந்தமிழ்)		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	காப்பியங்கள்	1.சிலப்பதிகாரம் 2.மணிமேகலை 3.சீவகசிந்தாமணி 4.கம்பராமாயணம்	1.1அடைக்கலக்காதை (மதுரைக்காண்டம்-பகுதி- 15) 1.2.பீடிகைக் கண்டுபிறப்புணர்ந்தக் காதை-பகுதி-9) 1.3.பூமகள் இலம்பகம் (பகுதி- 11-2347-2377 பாடல்கள்) 1.4சுந்தரகாண்டம்(கடல் தாவுப்படலம் 1-10பாடல்கள்)
Instructional Hours		12 Hours	
Suggested Learning Methods: நாடக முறையில் கலந்துரையாடல்			
II	சைவ,வைணவ, சுவடியியல்	1. தேவாரம் 2..நாலாயிரத்திவ்வியப் பிரபந்தம் 3.சுவடியியல்	2.1.திருநல்லூர்ப் பெருமணம் (பாடல் எண்-4137-4146) 2.2.ஆண்டாள் திருப்பாவை - (பாடல் எண்- 474-483) 2.3.சுவடியியல் - அறிமுகம் 2.4 சைவம் தமிழுக்குச் செய்த தொண்டு 2.5 வைணவம் தமிழுக்குச் செய்த தொண்டு
Instructional Hours		12 Hours	
Suggested Learning Methods : பக்தி பாசுரங்கள் கலந்துரையாடல்			

III	மொழித்திறன் (இலக்கணம்)	1.நன்னூல் 2.தொல்காப்பியம்	3.1 நூல் வரலாறு (முதல் நூல், வழி நூல், சார்பு நூல்) 3.2 மாணாக்கர் வரலாறு 3.3 ஆசிரியர் வரலாறு 3.4 எண்வகை மெய்ப்பாடுகள்										
Instructional Hours			12 Hours										
Suggested Learning Methods :		மொழித்திறன் வாயிலாக பிழையின்றி எழுதும் திறன் பெற்றமை											
IV	நாட்டுப்புற வழக்காறுகள்	நாட்டுப்புறவியல்	4.1. பழமொழிகள் 4.2. விடுகதைகள் 4.3 தமிழர்க்கலைகள் 4.4 சிறுதெய்வ வழிபாடு மட்டும் 4.5 விளையாட்டுகள் (சிறுவர்,சிறுமியர் மட்டும்)										
Instructional Hours			12 Hours										
Suggested Learning Methods :		நாட்டுப்புறவியல் வழி நாட்டுப்புற மக்களின் வாழ்வியலை அறியச்செய்தல்											
V	இலக்கிய வரலாற்றுத் திறன்	தமிழ் இலக்கிய வரலாறு	1. காப்பியத்தின் தோற்றமும் வளர்ச்சியும் 2. பக்தி இலக்கியத்தின் தோற்றமும் வளர்ச்சியும் 3. தமிழக நாட்டுப்புறவியல் வரலாறு										
Instructional Hours			12 Hours										
Suggested Learning Methods:		பாடத்திட்டத்தில் கொடுக்கப்பட்டுள்ள இலக்கிய வரலாற்றினை உணர்த்துதல்											
Total Hours		60 Hours											
Text Books	இளங்கலை இரண்டாம் ஆண்டு தமிழ் மாணவர்களுக்குரிய பாடநூல் “அருந்தமீம்” தொகுப்பு: தமிழ்த்துறை, நேரு கலை மற்றும் அறிவியல் கல்லூரி, கோயம்புத்தூர்.												
Reference Books	நாட்டுப்புறவியல் ஓர் ஆய்வு: டாக்டர் ச. சக்திவேல் விஜயா பதிப்பகம் சென்னை. தமிழண்ணல் - புதிய நோக்கில் தமிழ் இலக்கிய வரலாறு, மீனாட்சிப் புத்தக நிலையம், மதுரை- 625 001.												
Web. URLs	https://youtu.be/EJcYgyw7e94 , https://youtu.be/Mgtwmerl4yw												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Seminar	Assignment	Group Project	Total							
4	4	5	2	2	3	20							
Mapping													
PO/ CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	H	L	L	H	M	L	-	-	-	-	-
CO2	M	L	H	L	H	L	M	H	-	-	-	-	-
CO3	H	L	L	L	H	M	H	M	-	-	-	-	-
CO4	M	L	H	L	M	M	H	L	-	-	-	-	L
CO5	H	L	M	L	H	L	M	H	-	-	-	L	L
H-High; M-Medium; L-Low													
Course designed by							Verified by						
Dr. S. Sathesh Kumar							Dr. A. Sridevi						

Course Code	Title		
23U1HIN303	Part -- I : Sahityak Hindi		
Semester : III	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)			
Course Objective	चुनिंदा कविताओं के माध्यम से हिंदी कविता की उत्पत्ति और विकास को समझना। संकलन में उपलब्ध कराए गए सर्वोत्तम नमूनों का उपयोग करते हुए कविता की सराहना।		
Course Category	Skill Development		
Development Needs	Global		
Course Description	Improved accuracy & quality, improved communication		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	छात्र हिंदी भाषा से अच्छी तरह वाकिफ हो सकेंगे।	Smart boards and Role play	Assignment
CO 2	व्यक्तिगत अनुभवों की पहचान करें जिनका उपयोग कविताएँ लिखते समय किया जा सकता है।	Group learning Acting and Story Narration	Seminar
CO 3	कविता की मूल शब्दावली और व्यावहारिक तत्वों को समझें।	Smart boards and YouTube Videos	Assignment
CO 4	छात्रों को रचनात्मक लेखन में अच्छा अभ्यास मिलेगा।	Group learning and Work sheets	Group Project
CO 5	पाठ्यक्रम संवादी हिंदी में पारंगत होने में मदद करता है।	Worksheets and Exercises	Seminar
Offered by	Hindi		
Course Content	Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters
I	नाटक - सत्यमेव जयते - (श्री सूर्यनारायण मूर्ति)	1	3
Instructional Hours			12
Suggested Learning Methods : Visual Learning			
II	प्राचीन काव्य : कबीर के दोहे (10 दोहा), सूरदास के पद (4 पद) (काव्य तरंग)	1	2
Instructional Hours			12
Suggested Learning Methods : Auditory			
III	1) आधुनिक काव्य : पुष्प की अभिलाषा - माखनलाल चतुर्वेदी , जलियांवाला बाग में बसंत - सुभद्राकुमारी चौहान, शक्ति और क्षमा - रामधारी सिंह दिनकर 2) संक्षिप्तीकरण	1	3
Instructional Hours			12
Suggested Learning Methods : Comprehensive Writing			

IV	अलंकार : 1) अर्थ अलंकार और शब्द अलंकार, 2) दिए गए चित्र पर कुछ वाक्य लिखना ।		1	2									
Instructional Hours				12									
Suggested Learning Methods : Auditory, Visual, Comprehensive													
V	गद्यांश लेखन, वाक्य शुद्धि, शब्द शुद्धि, अनेक शब्द के लिए एक शब्द		1	4									
Instructional Hours				12									
Suggested Learning Methods : Comprehensive writing													
Total Hours				60									
Text Books	1. नाटक - सत्यमेव जयते - (श्री सूर्यनारायण मूर्ति) 2. काव्य सुमन - राजपाल एंड सन्स												
Reference Books	1. हिंदी नाटक और रंगमंच - डॉ राम कुमार वर्मा 2. ओंकार नाथ वर्मा , सामान्य हिंदी अरिहंत प्रकाशन इंडिया लिमिटेड												
Web. URLs	1. www.webdunia.com 2. https://www.hindikunj.com 3. www.bhashaindia 4. Www.hindisamay.com												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Quiz	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	M	M	L	-	-	-	-	-	-	-
CO2	-	-	H	L	L	H	-	-	-	-	-	-	-
CO3	-	-	-	L	M	H	-	-	-	-	-	-	-
CO4	-	-	M	M	H	L	-	-	-	-	-	-	-
CO5	-	-	L	M	H	L	-	-	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. S. Swarnalatha							Dr. S. Swarnalatha						

Course Code	Title		
23U1MAL303	Part – I : Kavithayum Smaranayum		
Semester : III	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)			
Course Objective	കവിതാ സാഹിത്യ പരിചയത്തോടൊപ്പം പുതു കവിതകളെ കുറിച്ച് അവബോധവും ആസ്വാദനവും ഉയർത്തുക. വിദ്യാർത്ഥികൾക്ക് മാതൃകയാവുന്ന സമൂഹത്തിലെ ഉന്നത വ്യക്തിത്വങ്ങളെ പരിചയപ്പെടുത്തുക		
Course Category	Skill Development		
Development Needs	Global		
Course Description	Creating Imagination and Self confidence		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	കവിതയിലൂടെയുള്ള സംവേദനം	Lecture / Video Methods	Assignment
CO 2	പ്രകൃതിയുടെ നിസ്വാർത്ഥമായ പ്രവർത്തനങ്ങൾ	Group Learning	Seminar
CO 3	അധ്യാപക വിഭാഗത്തിനിടയിൽ അവകാശ ബോധം ഉണ്ടാക്കുന്നു	Peer Teaching	Assignment
CO 4	സമൂഹത്തിന് മൂല്യബോധമുണ്ടാക്കുന്ന പ്രവർത്തനങ്ങൾ	Group learning	Group Project
CO 5	സമൂഹത്തിൽ അധ്യാപനത്തിന്റെ പ്രാധാന്യം	Worksheets / Dumb Charades	Assignment
Offered by	Department of Malayalam		
Course Content	Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters
I	നവീന കവിത - പുതു കവിതകൾ	1	4
Instructional Hours			12
Suggested Learning Methods : Visual Learning			
II	നവീന കവിത - പുതു കവിതകൾ	1	3
Instructional Hours			12
Suggested Learning Methods : Auditory			
III	കണ്ണീരും കിനാവും - വി.ടി.ഭട്ടതിരിപ്പാട്	1	3
Instructional Hours			12
Suggested Learning Methods : Comprehensive writing			

IV	കണ്ടൽകാടുകൾക്കിടയിൽ - കല്ലേൻപൊക്കുടൻ					1	2						
Instructional Hours						12							
Suggested Learning Methods : Auditory, Visual													
V	കണ്ടൽകാടുകൾക്കിടയിൽ - കല്ലേൻപൊക്കുടൻ					1	3						
Instructional Hours						12							
Suggested Learning Methods : Comprehensive writing													
Total Hours						60							
Text Books	<ol style="list-style-type: none"> നവീന കവിത (പുതു കവിതകൾ) - നെഹ്റു കോളേജ് മലയാള വിഭാഗം എഡിറ്റു ചെയ്ത 10 കവിതകൾ . കണ്ണീരും കിനാവും - വി.ടി.ഭട്ടതിരിപ്പാട് -ഡി.സി. ബുക്സ് കണ്ടൽകാടുകൾക്കിടയിൽ - കല്ലേൻ പൊക്കുടൻ - ശ്രീൻ ബുക്സ് 												
Reference Books	<ol style="list-style-type: none"> മലയാള കവിതാപഠനങ്ങൾ - സച്ചിദാനന്ദൻ ,മാത്യൂഭൂമി ബുക്സ്, കോഴിക്കോട് കവിതാ സാഹിത്യ ചരിത്രം - ഡോ.എം.ലീലാവതി കേരള സാഹിത്യ അക്കാദമി, തൃശൂർ ആധുനികത മലയാള കവിതയിൽ എൻ. അജയകുമാർ, പഠന സംഘം, ചങ്ങനാശ്ശേരി സാഹിത്യം മലയാളത്തിൽ ആത്മകഥ - നടുവട്ടം ഗോപാലകൃഷ്ണൻ , ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട് , തിരുവനന്തപുരം 												
Web. URLs :	1. http://www.keralaculture.org >literature												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Quiz	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	M	H	H	-	-	-	-	-	-	-
CO2	-	-	H	L	H	M	-	-	-	-	-	-	-
CO3	-	-	-	M	M	H	-	-	-	-	-	-	-
CO4	-	-	L	M	L	H	-	-	-	-	-	-	-
CO5	-	-	L	-	H	-	-	-	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
N. Rajani							Dr. Smitha C R						

Course Code	Title		
23U1FRN303	Part – I : Le Francais General – III		
Semester : III	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)			
Course Objective	Acquisition of standard French by knowing more about the culture.		
Course Category	Skill Development		
Development Needs	Global		
Course Description	Improved understanding and communication		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Learn about the other French speaking nations, hobbies,	Lectures/ Tutorial	Assignment
CO 2	Le passé compose, l'imparfait	Group Learning	Assignment
CO 3	Social network, les indicateurs de temps	Peer Teaching	Seminar
CO 4	Le discours direct et indirect	Video Lecture / Lectures	Group Project
CO 5	To learn to answer questions orally in French	Group learning	Assignment
Offered by	Department of French		
Course Content	Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters
I	La langue francaise en action	1	1
Instructional Hours			12
Suggested Learning Methods : Visuals			
II	Aller a la rencontre des autres	1	2
Instructional Hours			12
Suggested Learning Methods : Group discussions			
III	Enrichir son reseau	1	3
Instructional Hours			12
Suggested Learning Methods : Group discussions			
IV	Vivre l'information	1	4
Instructional Hours			12
Suggested Learning Methods : Visuals			
V	Interroger le passe	1	5
Instructional Hours			12
Suggested Learning Methods : Comprehensive writing			
Total Hours			60

Text Books	1. Saison 2 Méthode de Français – Marie-Noëlle Cocton, Anouchka De Oliveira, Dorothée Dupleix (Unit 0 to 4)													
Reference Books	1. Connexions 2 Methode de Français Régine Mérieux , Yves Loiseau													
Web. URLs	1. www.academia.edu													
Tools for Assessment (20 Marks)														
CIA I	CIA II			CIA III			Assignment		Seminar		Quiz		Total	
4	4			5			2		2		3		20	
Mapping														
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	-	-	H	M	H	H	-	-	-	-	-	-	-	
CO2	-	-	H	L	H	M	-	-	-	-	-	-	-	
CO3	-	-	-	M	M	H	-	-	-	-	-	-	-	
CO4	-	-	L	M	L	H	-	-	-	-	-	-	-	
CO5	-	-	L	-	H	-	-	-	-	-	-	-	-	
H-High; M-Medium; L-Low														
Course designed by							Verified by Chairman							
Dr. R. Malathi							Dr. R. Malathi							

Course Code		Title		
23U2ENG303		Part – II : Communicative English – I		
Semester : III		Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to All UG Programmes)				
Course Objective		To enable the students to learn the different genres of literature and gain a better understanding of the English language.		
Course Category		Skill Development		
Development Needs		Global		
Course Description		SD: Helps to develop LSRW skill		
Course Outcomes		Teaching Methods	Assessment Methods	
CO 1	Execute moral, ethical and literary merits and relate it to the society.	Lecture/Tutorial	Assignment	
CO 2	Exhibit a comprehensive knowledge of poetry and execute life skills and human values through it.	Lecture/Tutorial	Assignment	
CO 3	Develop reading strategies with enriched vocabulary, through short story.	Lecture/Tutorial	Speaking	
CO 4	Identify the use of English language through the study of Grammar and use them in specific contexts.	Lecture/Tutorial	Reading	
CO 5	Interpret their understanding of English works in LSRW mode	Lecture/Tutorial	Writing	
Offered by		Department of English		
Course Content		Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters	
I	Prose J.B. Priestley - Travel by Train R.K. Narayan - Headache E.M. Forster - Tolerance	1	1 - 3	
Instructional Hours			12	
Suggested Learning Methods : Intensive Reading				
II	Poetry William Blake - The School Boy Rudyard Kipling - If Sarojini Naidu - The Queen's Rival	1	4 - 6	
Instructional Hours			12	
Suggested Learning Methods : Scaffolding Method				
III	Short Stories O. Henry - After Twenty Years Edgar Allan Poe – Tell - Tale Heart Frank R. Stockton - The Lady or The Tiger?	1	7 - 9	
Instructional Hours			12	
Suggested Learning Methods : Flipped Learning				

IV	Herman Melville-Moby Dick (Abridged Version)						1	10 - 13					
Instructional Hours											12		
Suggested Learning Methods : Flipped Learning													
V	Oral & Written Communication (UnitI–IV) Listening – Comprehension practice from Poetry, Prose, Online Voice Practice, observing / viewing E-content (with subtitles), Guest / Invited Lectures, Conference/ Seminar Presentations & Tests, and DD National News Live, BBC, CNN, VOA etc Speaking – In Group Discussion Forum, participate in the Turn Taking, and Conversation Management, Debating, Defending / Mock Viva Voce, Seminar Presentations on Classroom-Assignments, and Peer-Team-interactions. Reading –Different Reading Strategies in Poetry, Prose, Novel, Newspaper etc Writing – Modals, Concord, E-Mail & Report Writing, Spotting the Errors and How to avoid them, Sentence Completion, Prepositions, Idioms and Phrases, Collocation.						1	14 - 17					
Instructional Hours											12		
Suggested Learning Methods : Activity Based Learning													
Total Hours											60		
Text Books		Unit I–V: Compiled by the Department of English											
Reference Books		CLIL (Content & Language Integrated Learning) – Module by TANSCHENOTE:(Text: Prescribed chapters or pages will be given to the students by the department											
Web. URLs													
Tools for Assessment (20 Marks)													
CIA I		CIA II		CIA III		Assignment		Speaking		Reading		Total	
4		4		5		2		2		3		20	
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	-	H	-	M	M	H	M	H	H	M	H	M
CO2	M	-	H	-	H	M	H	M	H	H	M	H	M
CO3	M	-	H	-	H	H	H	H	H	H	M	H	M
CO4	M	L	H	-	H	-	H	H	H	H	M	H	H
CO5	H	M	H	-	H	H	H	H	H	H	H	H	M
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. Adappatu Ancy Antony							Dr. R. Malathi						

Course Code	Title		
23U3BMC307	Core Paper: VII - Accounting for Business		
Semester: III	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(Common to BBA AV / CA / IB / LOGISTICS)			
Course Objective	To impart working knowledge of Accounting concepts, detailed procedures and documentations involved in financial accounting system.		
Course Category	Employability		
Development Needs	National		
Course Description	Accounting Concepts and Conventions of Accounting		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Prepare financial statement in accordance with appropriate standards.	Lecture/ Case Study	Assignment
CO2	Identify and analyse the reason for the difference between cash book and passbook balances.	Lecture/ Role Play	Seminar
CO3	Equip with the knowledge of accounting process for the preparation of final accounts and balance sheet.	Lecture/ Peer Teaching	Seminar
CO4	Determine the value of depreciable assets.	Lecture/ Role Play	Assignment
CO5	Interpreting the business implications of financial statement information.	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	Accounting -Meaning-Scope and Objectives-Types of Accounts - Basic terms used in Accounts-Accounting Concepts and Conventions of Accounting-Single and Double Entry System of Book keeping. Preparation of Journal -Ledger and Trial Balance- Classifications and Rectification of errors in Trial Balance.	1	1&2
Instructional Hours			15 Hrs
Suggested Learning Methods : Video lectures			
II	Subsidiary Books - Purchase Book-Sales Book, and Purchase Return book-Sales Return Book –Cash Book- Types of Cash Book Bank Reconciliation Statement -Meaning – Importance - Merits of BRS – Demerits of BRS - Preparation of Bank Reconciliation Statements	1,2	5,20,23,24
Instructional Hours			15 Hrs
Suggested Learning Methods : Video lectures			
III	Final Accounts - Trading Account. Profit and Loss Account - Balance Sheet with simple- Adjustment.	1	5,6
Instructional Hours			15 Hrs

Suggested Learning Methods : Video lectures													
IV	Depreciation – Meaning, Causes, Methods of Depreciation. Problems related to Straight line method and written down method		2	31,32									
Instructional Hours				15 Hrs									
Suggested Learning Methods : Video lectures													
V	Accounts from Incomplete Record- Ascertainment of Profit or Loss Final Accounts of Non-Profit Organization- Receipts and Payments account-Income and Expenditure Account-Balance Sheet.		1	19									
Instructional Hours				15 Hrs									
Suggested Learning Methods : Video lectures													
Total Hours				75 Hrs									
Text Books	1. T. S. Reddy & A. Murthy, Financial Accounting , Margham Publications, Chennai, 7th Revised Edition 2012. 2. Jain & Narang, Financial Accounting , Kalyani Publishers, Chennai, 3 rd Revised Edition 2017.												
Reference Books	1. M. C. Shukla & T. S. Grewal, Advanced Accounting , Volume II, S. Chand, 1st Edition Reprint 2016, New Delhi. 2. R.L Gupta & V. K. Gupta, Advanced Accounting , Sultan Chand, 13 th Edition 2016, New Delhi.												
Web. URLs	1. https://www.civildserviceindia.com/subject/Management/notes/financialaccounting.html 2. https://www.taxmann.com/blogpost/2000001622/accounting-principles-andconcepts.aspx												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Balance sheet Analysis		Seminar	Assignment	Total						
5	5	6	3		3	3	25						
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	-	H	-	H	M	M	-	H	M	-	M
CO2	M	-	L	M	L	L	L	H	-	L	-	M	-
CO3	L	L	M	M	-	H	M	M	M	M	-	-	-
CO4	-	L	M	H	L	M	M	H		H	M	M	-
CO5	M	M	L	H	-	H	L	L	-	M	M	-	M
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. V. Sudha							Dr. R. A. Ayyapparajan						

Course Code		Title		
23U3BCC308		Core Paper: VIII – Internet and Web Page Design		
Semester: III		Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(BBA COMPUTER APPLICATIONS)				
Course Objective		To enable the students to understand purpose of Internet and Web Page creation by using		
Course Category		Employability		
Development Needs		National		
Course Description		Able to Create a webpage using dream weaver and HTML 5 applications.		
Course Outcomes		Teaching Methods	Assessment Methods	
CO 1	Able to know web design using HTML	Lecture/ Practical	Assignment	
CO 2	Understand the Basic of HTML	Lecture/ Case Study	Seminar	
CO 3	Evaluate application to navigate web pages	Lecture/ Group Discussion	Seminar	
CO 4	Ability to secure web pages using CSS	Lecture/ Role Play	Assignment	
CO 5	Able to create a webpage using dream weaver and HTML 5 applications	Lecture/ Group Discussion	Quiz	
Offered by	Business Administration			
Course Content			Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters	
I	Basics in Web Design: Brief History of Internet - What is World Wide Web, URL, Domain - What is Web Page and a Website - Internet Browser - HTML, CSS Editors	1	1&2	
Instructional Hours			15	
Suggested Learning Methods: Video lectures				
II	HTML: Introduction – HTML Elements – HTML syntax– URLs – Images – HTML tables – Forms – Special Characters – Meta tags. Getting started – Creating and saving an HTML document – HTML Tags- HTML elements – Some other formatting Styles – Hypertext Links	1	3&4	
Instructional Hours			15	
Suggested Learning Methods : Video lectures				
III	Introduction to frames: HTML forms - HTML webbased forms Document types – HTML, head, title and body elements Blocklevel elements – Text level elements – Links – Images – Fonts– Colours	1	4&5	
Instructional Hours			15	
Suggested Learning Methods : Video lectures				

IV	Introduction to Cascading Style Sheets Concept of CSS - Creating Style Sheet - CSS Properties - CSS Styling (Background, Text Format, Controlling Fonts) - Working with block elements and objects - Working with Lists and Tables						2	1&2					
Instructional Hours							15						
Suggested Learning Methods : Video lectures													
V	Introduction to Java Script What is JavaScript - Java "vs" JavaScript – Variables - Datatypes -Functions - Loops -Decision Making						3	1					
Instructional Hours							15						
Suggested Learning Methods : Video lectures													
Total Hours							75 Hrs						
Text Books	1. Internet and Web Design, ITL Education, Macmillan India Ltd. 2. HTML and CSS Quickstart Guide , NIIT, Prentice Hall of India Pvt. Ltd 3 Head First JavaScript Programming, A Brain-Friendly Guide, Elisabeth Robson												
Reference Books	1. Maureen Adams, Sherry Bonelli, The Complete Reference Internet , BPB Publications, 2000, New Delhi. 2. Dominic Selly, Andrew Troelsen and Tom Barnaby, Expert ASP.Net 2.0 ,Dream Tech Press. 3. Kris richens,Introduction to Word press You can make a blog,Kindle Edition 4. Kogent Solutions INC, HTML 5 in Simple Steps , Dream Tech Press 1 st Edition 2008												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Group Discussion	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	H	M	-	L	-	M	H	M	L	-	-	-
CO2	H	H	M	-	-	L	L	M	L	H	-	M	M
CO3	H	H	M	-	M	M	M	H	-	M	-	M	H
CO4	H	H	L	-	M	H	H	M	-	L	M	-	-
CO5	H	H	-	-	-	M	L	M	H	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. A. Sherin							Dr. R. A. Ayyapparajan						

Course Code		Title		
23U3BMA303		Allied Paper: III – Business Law		
Semester: III		Credits: 3	CIA: 20 Marks	ESE: 55 Marks
(Common to BBA AV / CA / IB / LOGISTICS)				
Course Objective		Enable the students to acquire the knowledge of legal aspect of business.		
Course Category		Employability		
Development Needs		National		
Course Description		Understand the legal aspects in different types of companies		
Course Outcomes		Teaching Methods	Assessment Methods	
CO1	Understand the legal aspects in different types of Companies.	Lecture/ Case Study	Seminar	
CO2	Apply legal Principles of Breach of Contract in Contractual Dealings.	Lecture/ Role Play	Assignment	
CO3	Demonstrate the Contract of Sale and Agreement to Sell.	Lecture/ Activity Based Learning	Group Discussion	
CO4	Develop knowledge on Creation of Agency.	Lecture/ Peer Teaching	Assignment	
CO5	Identify the applications of Negotiable Instruments Act.	Lecture/ Group Discussion	Assignment	
Offered by		Business Administration		
Course Content			Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters	
I	Introduction to Business Law - Legal Aspects in Different Types of Companies. Contracts - Essentials of Contract - Agreements - Void - Voidable and Illegal contracts - Express and Implied - Contracts - Executed and Executory Contracts - Offer - Legal rules as to offer and lapse of offer - Acceptance - Rules as to acceptance - Capacity of parties to create contract - Consideration - Legal rules as to Consideration – Contract without Consideration - Consent - Coercion – Undue influence – Misrepresentation - Fraud - Mistake of law and Mistake of fact	1	1,2 &3	
Instructional Hours			15 Hrs	
Suggested Learning Methods : Case Study				
II	Legality of Object - Unlawful and Illegal agreements -Effects of Illegality – Wagering Agreements – Agreement opposed to public policy - Agreements in Restraint of trade - Exceptions – Void agreements - Restitution – Quasi contracts - Discharge of contract - Breach of Contract - Remedies for Breach of Contract	1	6,7, 10,11,12	
Instructional Hours			15 Hrs	
Suggested Learning Methods : Role play				

III	Formation of contract of sale - Sale and agreement to sell – Hire purchase agreement - Capacity to buy and sell - Subject matter of contract of sale - Conditions and Warranties Sale by Non - Owners - Right of lien - Termination of lien - Right of resale - Right of stoppage in transit								2	12,7			
Instructional Hours										15 Hrs			
Suggested Learning Methods : Activity Based Learning													
IV	Creation of Agency - Classification of agents - Relations of Principal and Agent - Power of Attorney- Relation of principal with third parties - Personal liability of Agent - Termination of Agency								2	2,2			
Instructional Hours										15 Hrs			
Suggested Learning Methods : Peer Teaching													
V	Negotiable Instruments Act 1881 – Negotiable Instruments - Essentials requirements –Endorsements – Kinds –Crossing – Types of Financial Instruments - Bills of Exchange - Tax Laws – Direct, Indirect tax laws – GST – Practical application of GST laws.								2	6			
Instructional Hours										15 Hrs			
Suggested Learning Methods : Group Discussion													
Total Hours										75 Hrs			
Text Books	1. N.D. Kapoor, Elements of Mercantile Law , Sultan Chands & Sons, 38 th Edition 2020.												
Reference Books	1. Shukla. M. C, A Manual of Mercantile Law , Sultan Chands & Sons, 13 th Edition 2017. 2. R. S. N. Pillai & Bhagavathi, Business Law , Sultan Chands & Sons, 2017.												
Web. URLs	1. https://www.lawnotes.in/Indian_Contract_Act,_1872 2. https://www.owlgen.com/question/what-are-the-essential-elements-for-a-contract-to-be-valid												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Seminar			Assignment		Group Discussion		Total			
4	4	5	2			2		3		20			
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO 2	PSO 3	PSO4	PSO5
CO1	M	-			M		M	M	M	M	M	M	-
CO2		L	-	H	-	H	L	H	-	-	M	-	H
CO3	H	L	L	H	M	H	-	M	L	-	H	M	-
CO4	H	-	L	H	H	H	H	L	-	-	H	-	-
CO5	H	L	-	H	L	H	L	L	-	M	M	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. S. Jesintha							Dr. R. A. Ayyapparajan						

Course Code	Title		
23U4BMZ301	Skill Based Paper: I – PC Software (Libre Office) - Practical		
Semester: III	Credits: 3	CIA: 30 Marks	ESE: 45 Marks
(Common to BBA AV / CA / IB / LOGISTICS)			
Course Objective	To enable the students increase the working efficiency by acquiring a basic understanding.		
Course Category	Employability		
Development Needs	National		
Course Description	Design a webpage with connection to database		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Creating word processing and desktop publishing tool.	Lecture/ Case Study	Assignment
CO 2	Prepare a document in newspaper column layout.	Lecture/ Role Play	Seminar
CO 3	Analyse the worksheet using formulas.	Lecture/ Case Study	Seminar
CO 4	Creating Pay roll processing.	Lecture/ Role Play	Assignment
CO 5	Prepare a power point presentation.	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content		Instructional Hours / Week: 3	
S.No	Experiment		
	Writer		
1	Type the text, check spelling and grammar, bullets and numbering list items, align the text to left, right, justify and centre.		
2	Prepare a job application letter enclosing your bio-data.		
3	Performing mail merger operation and preparing labels.		
4	Preparing a neatly aligned, error free document, add header and footer, also perform find replace operation and define bookmarks.		
5	Prepare a document in newspaper column layout.		
	Calc		
6	Worksheet Using formulas.		
7	Worksheet Manipulation for electricity bill preparation.		
8	Drawing graphs to illustrate class performance.		
9	An excel worksheet contains monthly Sales Details of five companies.		
	Base		
10	Pay roll processing.		
11	Inventory control.		
12	Screen designing for data entry.		
	Impress		

13	Prepare a power point presentation with at least three slides for Department inaugural function.														
14	Draw an organization chart with minimum three hierarchical levels.														
15	Design an advertisement campaign with minimum three slides.														
16	Insert an excel chart into a power point slide.														
Total Hours											45 hrs				
Web. URLs	<ol style="list-style-type: none"> https://www.vfu.bg/en/e-Learning/Computer-Basics--computer_basics2.pdf https://ptgmedia.pearsoncmg.com/images/9780735623026/samplepages/9780735623026.pdf https://www.keynotesupport.com/excel-basics/excel-for-beginners-guide.shtml https://www.mta.ca/uploadedFiles/Community/Administrative_departments/Human_Resources/Training_and_professional_development/Classroom/Excel%20Training%20-%20Level%201.pdf https://excelwithbusiness.com/blog/use-vlookup-hlookup-index-match-excel/ https://www.excelfunctions.net/excel-functions-list.html https://support.office.com/en-us/article/keyboard-shortcuts-in-excel-1798d9d5-842a42b8-9c99-9b7213f0040f 														
	Tools for Assessment (30 Marks)														
	Program Development	Program Execution	Lab Participation	Test 1	Test II	Observation Note Maintenance									Total
	5	5	5	5	5	5									30
	Mapping														
	CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	
	CO1	H	M	-	H	M	H	M	H	M	M	-	-	-	
	CO2	H	L	-	H	-	H	-	H	-	H	-	M	-	
CO3	H	-	-	M	M	H	-	M	M	-	-	M	-		
CO4	M	H	-	-	H	H	-	-	-	M	-	-	M		
CO5	H	M	M	H	L	M	-	-	L	-	-	-	H		
H-High; M-Medium; L-Low															
Course designed by							Verified by Chairman								
V. Renga Boss							Dr. R. A. Ayyapparajan								

Course Code	Title		
22U3NM3BT	Part IV : Basic Tamil – I (அடிப்படைத்தமிழ் - I)		
Semester: III	Credits: 2	CIA: 50 Marks	
(Common to all UG Programmes)			
Course Objective	தமிழ் மொழியைக் கற்பித்தல்—மொழித்திறனை வளர்த்தல்.		
Course Category	Skill Development (மாணவர்களின் மொழித்திறனை ஊக்குவித்தல்)		
Development Needs	Regional (தமிழ் மொழியின் அவசியத்தை உணர்த்துதல்)		
Course Description	மாணவர்களின் மொழித்திறனை ஊக்குவித்தல்		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	தமிழ் எழுத்துக்கள் அறிமுகம் செய்தல் மற்றும் வாசித்தல் ஆகியவற்றின் பயன்பாடு.	குழு விவாதம்	ஒப்படைவு
CO 2	பிறமொழி கற்றல் ஆர்வம் தூண்டல்.	குழு விவாதம்	கருத்தரங்கு
CO 3	பிறமொழி அறிவுத் திறன் மேம்படச்செய்தல்	விரிவுரை/ காணொளிப்பட விளக்கம்	குழுத்திட்டம்
CO 4	வார்த்தை அமைக்கும் திறன் பெறச்செய்தல்.	விரிவுரை/ குழு விவாதம்	குழுத்திட்டம்
CO 5	கையெழுத்துத்திறன் பெறச்செய்தல்.	குழு விவாதம்	குழுத்திட்டம்
Offered by	தமிழ்த்துறை		
Course Content : Basic Tamil – I அடிப்படைத்தமிழ் - I		Instructional Hours / Week : 2 Hours	
Unit	Description	Text Book	Chapters
I	தமிழ் மொழியின் அடிப்படைக் கூறுகள்	இலக்கணம்	1.உயிர்எழுத்துக்கள் 2.மெய் எழுத்துக்கள் 3.உயிர்மெய் எழுத்துக்கள்
Instructional Hours		6 Hours	
Suggested Learning Methods : எழுத்துக்களை எழுதும் மற்றும் வாசிக்கும் திறன் பெற்றமை			
II	சொல் அமைத்தல்	இலக்கணம்	1.ஓர் எழுத்து ஒருமொழி 2.இரண்டுமூதல் ஐந்து எழுத்துச்சொற்கள் 3.தமிழ் மாதங்கள் பெயர்,கிழமைகளின் பெயர் 4.வண்ணங்கள் பெயர், 5.சொல் ஆக்கம்
Instructional Hours		6 Hours	
Suggested Learning Methods : எழுத்துக்களை கொண்டு சொற்களை உருவாக்கும் பயிற்சி பெற்றமை			
III	தொடரமைப்பு	தொடரமைப்பு	1.எழுவாய் 2.செயப்படுபொருள்
Instructional Hours		6 Hours	
Suggested Learning Methods : சொற்களைக் கொண்டு தொடர் உருவாக்கும் பயிற்சி பெற்றமை			
IV	குறிப்பு எழுதுதல்	இலக்கணம்	1.தொடரமைப்பு 2.பத்தி அமைப்பு
Instructional Hours		6 Hours	
Suggested Learning Methods : பத்தி அமைப்பு உருவாக்கும் திறன் பெற்றமை			

V	பிழைநீக்குதல்	இலக்கணம்	1.ஒற்றுப்பிழை 2.வாக்கியப் பிழை										
Instructional Hours			6 Hours										
Suggested Learning Methods : இலக்கணப் பிழை இன்றி எழுதும் திறன் பெற்றமை													
Total Hours			30 Hours										
Text Books	1. இளங்கலை தமிழ் மாணவர்களுக்குரிய பாடநூல்“அரிச்சுவடி” தொகுப்பு: தமிழ்த்துறை,நேரு கலை மற்றும் அறிவியல் கல்லூரி,கோயம்புத்தூர்.												
Reference Books	1. பவணந்தி முனிவர்,நன்னூல் பூலியூர்க்கேசிகள் உரை,சாரதா பதிப்பகம், சென்னை-40. 2. தொல்காப்பியம், கணேசையர் பதிப்பு,உலகத் தமிழாராய்ச்சி நிறுவனம், சென்னை -113.												
Web. URLs	https://youtu.be/P7vvUnjI6vY , https://youtu.be/Zx4R3yZseuQ .												
Tools for Assessment (50 Marks)													
CIA I	CIA II	CIA III	Seminar	Assignment	Group Project	Total							
8	8	10	8	8	8	50							
Mapping													
CO/PO	PO 1	PO2	PO3	PO4	PO 5	PO6	PO 7	PO 8	PSO 1	PSO 2	PSO 3	PSO4	PSO5
CO1	L	L	H	L	H	M	H	H	-	-	-	-	-
CO2	M	L	H	L	M	M	L	H	-	-	-	-	-
CO3	H	L	H	L	L	M	M	H	-	-	-	-	-
CO4	H	L	M	L	L	M	H	M	-	-	-	-	-
CO5	M	L	H	L	M	M	H	H	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by						
Dr. S. Satheesh kumar							Dr. A. Sridevi						

Course Code	Title		
22U4NM3AT1	Part IV: Advanced Tamil – I (சிறப்புத்தமிழ் -I)		
Semester: III	Credits: 2	ESE: 50 Marks	
Course Objective	புதுக்கவிதை உருவாக்கும் திறன் வளர்த்தல் - மொழித்திறனை மேம்படுத்துதல்		
Course Category	Skill Development (மாணவர்களின் மொழித்திறனை ஊக்குவித்தல்)		
Development Needs	Regional (தமிழ் மொழியின் அவசியத்தை உணர்த்துதல்)		
Course Description	மாணவர்களின் மொழித்திறனை ஊக்குவித்தல்		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	புதுக்கவிதை படைக்கும் திறன்வளர்த்தல்	விரிவுரை	குழுத்திட்டம்
CO 2	படைப்பாக்கத்திறன் அறிவு பெறச்செய்தல்.	விரிவுரை / குழு விவாதம்	கருத்தரங்கு
CO 3	தகவல் தொடர்பியலுக்கான கடிதம்,அமைவுத்திறன் பெறச்செய்தல்	விரிவுரை / காணொளிப்பட விளக்கம்	கருத்தரங்கு
CO 4	மொழியைப் பிழையின்றிப் பேசும் ,எழுதும் திறன் பெறச் செய்தல்	விரிவுரை	ஒப்படைவு
CO 5	கடிதம் எழுதுதல் மற்றும் மொழியறிவைப் பெறுதல்.	விரிவுரை / காணொளிப்பட விளக்கம்	குழுத்திட்டம்
Offered by	தமிழ்த்துறை		
Course Content: Advanced Tamil - I (சிறப்புத்தமிழ் -I)		Instructional Hours / Week : 2 Hours	
Unit	Description	Text Book	Chapters
I	புதுக்கவிதை	1. பாரதியார் 2. பாரதிதாசன்	1.1.தேசபக்திபாடல் தாயின் மணிக்கொடி பாரீர் 1.2.பாரதிதாசன்(தமிழ்மொழிபற்று- கனியிடை,தமிழுக்கும் அழுதென்று)
		Instructional Hours	6 Hours
Suggested Learning Methods : கவிதை எழுதும் திறன் பெற்றமை			
II	பிழை நீக்குதல்	இலக்கணம்	2.1.சொற்பிழை நீக்கம் 2.2.தொடர் பிழை நீக்கம் 2.3.பத்தி எழுதச் செய்தல்
		Instructional Hours	6 Hours
Suggested Learning Methods :வாக்கியங்களைப் பிழை இன்றி எழுதும் திறன் பெற்றமை			
III	இலக்கணப் பயிற்சி அளித்தல்	இலக்கணம்	3.1.தொகை நிலைத்தொடர், 3.2.தொகா நிலைத்தொடர் 3.3.ஆகுபெயர் வகைகள்

Instructional Hours			6 Hours
Suggested Learning Methods : இலக்கணப் பிழை இன்றி எழுதும் பயிற்சி பெற்றமை			
IV	கடிதம் எழுதுதல்	இலக்கணப் பயிற்சி ஏடு	4.1. பாராட்டுக்கடிதம் 4.2. நன்றிக்கடிதம் 4.3. அழைப்புக்கடிதம் 4.4. அலுவலகக் கடிதம் 4.5. நட்புக்கடிதம்
Instructional Hours			6 Hours
Suggested Learning Methods : கடிதம் எழுதும் திறன் பெற்றமை			
V	இலக்கிய வரலாறு	தமிழ் இலக்கிய வரலாறு	1.வேலு நாச்சியார் 2.கப்பலோட்டிய தமிழன்
Instructional Hours			6 Hours
Suggested Learning Methods : தமிழ் இலக்கிய வரலாற்றின் சிறப்பினை அறிய பெற்றமை			
Total Hours			30 Hours
Text Books	1. இளங்கலை தமிழ் மாணவர்களுக்குரிய பாட நூல்“திரட்டு”தமிழ்த்துறை. தொகுப்பு: தமிழ்த்துறை,நேரு கலை மற்றும் அறிவியல் கல்லூரி, கோயம்புத்தூர்.		
Reference Books	1. பாரதியார்- பாரதியார் கவிதைகள், அபிராமி பதிப்பகம், 7- பி, கொடிமரத் தெரு, சென்னை- 013. 2. பவணந்தி முனிவர் – நன்னூல் புலியூர்க்கேசிகள் உரை, சாரதா பதிப்பகம், சென்னை -040.		
Web. URLs	https://youtu.be/xnsvFOHxDeo , https://youtu.be/kQoIj-29VIk .		
Course designed by			Verified by
Dr. S. Satheesh kumar			Dr. A. Sridevi

Course Code		Title		
22U4NM3CAF		Non Major Elective : Consumer Affairs		
Semester : III		Credits : 2	ESE : 50 Marks	
(Common to all UG Programmes)				
Course Objective		To enable the students to understand the concepts of Consumers and Markets		
Course Category		Employability		
Development Needs		National & Global		
Course Outcomes		Teaching Methods	Assessment Methods	
CO 1	Know their rights and responsibilities as a consumer	Lecture/ Video Lectures	Assignment	
CO 2	Gain knowledge about Consumer protection law in India	Lecture/ Peer Teaching	Seminar	
CO 3	Understand the procedure about redressed of consumer complaints	Lecture/ Group Discussion	Seminar	
CO 4	Learn about Consumer related regulatory agencies and Norms	Lecture/ Role Play	Assignment	
CO 5	Comprehend Business Firms, Interface with Consumers.	Lecture/ Group Discussion	Quiz	
Offered by	Department of Business Administration			
Course Content	Instructional Hours / Week : 2			
Unit	Description	Text Book	Chapters	
I	Conceptual Framework - Consumer and Markets: Concept of Consumer, Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, GST, labelling and packaging along with relevant laws, Legal Metrology. Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Complaint Handling Process.	1	1 & 2	
Instructional Hours			6	
Suggested Learning Methods : Video lectures				
II	The Consumer Protection Law in India Objectives and Basic Concepts: Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice.	1	5 & 6	
Instructional Hours			6	
Suggested Learning Methods : Peer Teaching				

III	Grievance Redressal Mechanism under the Indian Consumer Protection Law								2	1			
	Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Offences and penalties.												
Instructional Hours										6			
Suggested Learning Methods : Group Discussion													
IV	Role of Industry Regulators in Consumer Protection - Industry self-regulation (ISR) Protection Policies, Consumer Protection Agencies								2	4			
	i. Telecommunication: TRAI ii. Food Products: FSSAI Insurance : IRDA and Insurance Ombudsman												
Instructional Hours										6			
Suggested Learning Methods : Role Play													
V	Contemporary Issues in Consumer Affairs								2	6 & 7			
	Consumer Movement in India: Formation of consumer organizations and their role in consumer protection, Misleading Advertisements and sustainable consumption, National Consumer Helpline, Comparative Product testing. Quality and Standardization: Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag-mark, Hallmarking, Licensing and Surveillance.												
Instructional Hours										6			
Suggested Learning Methods : Group Discussion													
Total Hours										30			
Reference Books		<ol style="list-style-type: none"> 1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. (2007) Consumer Affairs, Universities Press. 2. Choudhary, Ram Naresh Prasad (2005). Consumer Protection Law Provisions and Procedure, Deep and Deep Publications Pvt Ltd. 											
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	-	-	-	M	H	H	M	M	-	-	-	-
CO2	L	-	-	-	M	H	H	M	M	-	-	-	-
CO3	L	-	-	-	M	H	M	M	M	-	-	-	-
CO4	L	-	-	-	M	H	H	M	M	-	-	-	-
CO5	L	-	-	-	M	H	H	M	M	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. R. A. Ayyapparajan							Dr. R. A. Ayyapparajan						

Course Code	Title		
22U4NM3GST	Non Major Elective : Gender Sensitization		
Semester : III	Credits : 2	ESE : 50 Marks	
(Common to all UG Programmes)			
Course Objective	To raise awareness of gender, promote gender equality, and equip learners with key concepts and principles of gender sensitization.		
Course Category	Skill Development, Employability and Entrepreneurship		
Development Needs	Local, National and Global		
Course Description	The course aims an exploration of overview of gender, its social construction, gender issues and challenges in India, and equips learners with key concepts and principles of gender sensitization to promote inclusivity and equity.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Learn gender roles, socialization, and stereotypes.	Direct Instruction	Assignment
CO 2	Recognize the gender discrimination causes, areas, and levels in institutions.	Direct Instruction	Seminar
CO 3	Identify the gender identity formation, types, families, and socialization in India.	Video Lessons	Assignment
CO 4	Understand the gender concerns in access, enrollment, retention, participation, and achievement.	Direct Instruction	Assignment
CO 5	Apply the Laws Related to Women	Direct Instruction	Exhibition
Offered by	Department of Costume Design and Fashion		
Course Content	Instructional Hours / Week : 2		
Unit	Description	Text Book	Chapters
I	Gender Socialisation and Gender Roles: Introduction- Meaning of Sex and Gender, Gender Socialisation- Definitions, Agents of Gender Socialisation, Gender Roles- Meaning, Definitions, Nature of Gender Roles, Factors Determining Gender Roles/Stereotypes	1	-
Instructional Hours			6
Suggested Learning Methods : Group discussions			
II	Gender Discrimination: Gender Discrimination - Meaning and Causes of Gender Discrimination, Areas of Gender Discrimination, Gender Discrimination at Different Levels of Institutions	1	-
Instructional Hours			6
Suggested Learning Methods : Video documentaries and films			
III	Gender Identity: Gender Identity - Meaning, Formation and Factors of Gender Identity, Types of Gender Identity, Types of Families in India, Gender Socialisation within Indian Families	1	-
Instructional Hours			6
Suggested Learning Methods : Case Method			

IV	Gender Concerns: Gender Concerns Related to Access, Enrolment, Retention, Participation, and Achievement								1	-				
Instructional Hours										6				
Suggested Learning Methods : Video documentaries and films														
V	Laws Related to Women: Laws Related to Rape, Laws Related to Dowry - Dowry Prohibition Act, 1961, Laws Related to Remarriage, Laws Related to Divorce, Laws Related to Property Inheritance, Laws Related to Trafficking, Constitutional and Legal Aspects related to Women - Women's Reservation Bill – History and Current Status								1	-				
Instructional Hours										6				
Suggested Learning Methods : Case Method														
Total Hours										30				
Text Books	1. Gender School and Society : Self-learning Material, MANGALORE UNIVERSITY, Printed at Datacon Technologies, Bangalore, 2018													
Reference Books	1. United Nations Development Programme. (2014). Gender Equality and Women's Empowerment: Training Manual. New York: UNDP.													
Web. URLs	1. Coursera - https://www.coursera.org/courses?query=gender%20sensitization 2. edX - https://www.edx.org/learn/gender-sensitization 3. Udemy - https://www.udemy.com/topic/gender-sensitization/													
Mapping														
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	H	M	M	M	M	H	H	M	-	-	-	-	-	
CO2	H	M	M	M	H	H	M	M	-	-	-	-	-	
CO3	H	M	M	M	M	H	H	M	-	-	-	-	-	
CO4	H	M	M	M	L	H	H	M	-	-	-	-	-	
CO5	H	M	M	M	M	H	M	M	-	-	-	-	-	
H-High; M-Medium; L-Low														
Course designed by								Verified by Chairman						
M. Nandhini								Dr. S. Jayapriya						

Course Code	Title		
22U4NM3WRT	Non Major Elective : Women's Rights		
Semester : III	Credits : 2	ESE : 50 Marks	
(Common to all UG Programmes)			
Course Objective	To facilitate the awareness about the social, economical, political, intellectual or cultural contributions of Women in India.		
Course Category	Skill Development		
Development Needs	National		
Course Description	Apply the knowledge of Rights related to women for their betterment.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Aware of basic constitutional rights	Lecture/ Case Study/ Role Play	Seminar
CO 2	Gain awareness on Political rights	Lecture/ Case Study/ Role Play	Role Play
CO 3	Understand individual and familial rights	Lecture/ Case Study/ Role Play	Role Play
CO 4	Grasp the provisions for Women's Rights in India	Lecture/ Case Study/ Role Play	Role Play
CO 5	Develop an understanding of the Protection Mechanisms for women	Lecture/ Case Study/ Role Play	Assignment
Offered by	Department of Social Work		
Course Content	Instructional Hours / Week : 2		
Unit	Description	Text Book	Chapters
I	Constitutional Rights of Women in India: Indian constitution relating to women - Fundamental rights - Directive principles of state policy - right to equality – rights against exploitation cultural and educational rights - the right to constitutional remedy - University Declaration of Human Rights -Enforcement of Human Rights for Women and Children - Role of Cells and Counseling Centers - Legal AID cells, Help line, State and National level Commission	4	2
Instructional Hours			6
Suggested Learning Methods : Seminar			
II	Political Rights of Women in India: Political Rights of Women in India - Electoral process – women as voters - candidates and leader - pressure group, 73rd and 74 th amendment and representation of women in local self –government – women in Rural and urban local bodies - Reservation of women - party ideologies and women's issues.	5	1
Instructional Hours			6
Suggested Learning Methods : Role Play			

III	Women's Rights: Access to Justice: Introduction – Criminal Law – Crime Against Women Domestic Violence – Dowry Related Harassment and Dowry Deaths - Molestation – Sexual Abuse and Rape Loopholes in Practice–Law Enforcement Agency								3	7			
Instructional Hours										6			
Suggested Learning Methods : Role Play													
IV	Women's Rights: Violence Against Women – Domestic Violence The Protection of Women from Domestic Violence Act 2005, The Marriage Validation Act 1982 - The Hindu Widow Remarriage Act 1856 - The Dowry Prohibition Act 1961.								3	5			
Instructional Hours										6			
Suggested Learning Methods : Creative Art Assignments													
V	Special Women Welfare Laws: Sexual Harassment at Work Places, Rape and Indecent Representation, The Indecent Representation (Prohibition) Act, 1986, Immoral Trafficking, The Immoral Traffic (Prevention) Act, 1956 - Acts Enacted for Women Development and Empowerment, Role of Rape Crisis Centers. Protection of Children from sexual Offences Act 2012.								3	9			
Instructional Hours										6			
Suggested Learning Methods : Community Participation Program													
Total Hours										30			
Reference Books		<ol style="list-style-type: none"> 1. P. D. Kaushik “Women Rights” Book well Publication 2007 UN Centre for Human Rights, Discrimination against Women (Geneva: World Campaign for Human Rights,1994). 2. Agnes, Flavia. (1992). “Give us This Day Our Daily Bread: Procedures and Case Law on Maintenance”. Majlis, Bombay. 3. Agnes, Flavia. (1999). “Law and Gender Inequality: The Politics of Women’s Rights in India”. OUP, New Delhi 											
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	M	M	H	M	M	M	-	-	-	-	-
CO2	H	M	M	H	M	M	H	H	-	-	-	-	-
CO3	H	M	M	H	M	H	M	M	-	-	-	-	-
CO4	M	H	M	H	M	M	M	H	-	-	-	-	-
CO5	H	M	M	H	M	H	M	M	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by								Verified by Chairman					
Dr. P. Nathiya								Dr. P. Nathiya					

23U1TAM404		Part - I : Muthamizh (முத்தமிழ்)		
Semester: IV		Credits: 3	CIA: 20 Marks	ESE: 55 Marks
Course Objective		சங்ககால மக்களின் வாழ்வியல் வாயிலாக பண்பாட்டுக் கூறுகளை உணர்த்துதல்		
Course Category		Skill Development (மாணவர்களின் மொழித்திறனை ஊக்குவித்தல்)		
Development Needs		Global/Regional (உலக அளவில் தமிழ் மொழியின் அவசியத்தை உணர்த்துதல்)		
Course Description		மாணவர்களின் மொழித்திறனை ஊக்குவித்தல் மற்றும் உலக அளவில் தமிழ் மொழியின் அவசியத்தை உணர்த்துதல்		
Course Outcomes			Teaching Methods	Assessment Methods
CO 1	தமிழர்களின் வாழ்வியல் பண்புகளைக் கற்று அறிதல்.	விரிவுரை/காணொளிப் பட விளக்கம்		ஒப்படைவு
CO 2	தமிழ் இலக்கிய வகைகளைக் கூறுவதன் மூலம் தமிழின் இலக்கிய வளத்தை உணரச்செய்தல்.	விரிவுரை		குழுத்திட்டம்
CO 3	மாணவர்களிடையே காலத்திற்கேற்ப மனவளர்ச்சியை உருவாக்குதல்.	விரிவுரை/காணொளிப் பட விளக்கம்		கருத்தரங்கு
CO 4	நாட்டின் சிறந்த குடிமக்களாக மாணவர்களை உருவாக்குதல்.	விரிவுரை		ஒப்படைவு
CO 5	மாணவர்களின் மனநலத்தை வளர்த்தல்.	விரிவுரை/குழு விவாதம்		கருத்தரங்கு
Offered by		தமிழ்த்துறை		
Course Content: Muthamizh (முத்தமிழ்)			Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters	
I	எட்டுத்தொகை	1. நற்றிணை 2. குறுந்தொகை 3. பதிற்றுப்பத்து 4. புறநானூறு	1.1 குறிஞ்சி: நின்ற சொல்லார் ... 1.2 முல்லை : இளமை பாரார் ..., குறிஞ்சி : நிலத்தினும்..., பாலை : ஆடு அமை ...விளையாட்டு ஆயமொடு 1.3 ஐந்தாம் பத்து : ஊன் தூவை அடிசில் 1.4. யாதும் ஊரே .. பல் சான்றீரே .. அற்றைத்திங்கள்	
			Instructional Hours	12 Hours
Suggested Learning Methods: சங்க இலக்கிய வழி நற்பண்புகளை அறியச்செய்தல்				
II	பத்துப்பாட்டு	1.சிறுபாணாற்றுப்படை 2.குறிஞ்சிப்பாட்டு 3.பொருநர்ஆற்றுப்படை 4.மதுரைக்காஞ்சி	2.1 கடையெழு வள்ளல்கள் சிறப்பு 2.2 அறத்தொடு நின்றல் 2.3 மன்னனின் விருந்தோம்பல் 2.4 பாண்டிய நெடுஞ்செழியன் குடிச்சிறப்பு	
			Instructional Hours	12 Hours
Suggested Learning Methods : புலவர்களின் மாண்புகளை வெளிப்படுத்துதல்				
III	அற இலக்கியங்கள்	1.நான்மணிக்கடிகை 2.இனியவை நாற்பது 3.களவழி நாற்பது- 4.ஆசாரக்கோவை	விளம்பிநாகனார் - (1-5 பாடல்கள்) பூதஞ்சேந்தனார் - (1-5 பாடல்கள்) பொய்கையார் - (11-15பாடல்கள்) பெருவாயின் முள்ளியார் (1-5 பாடல்கள்)	
			Instructional Hours	12 Hours
Suggested Learning Methods : அற இலக்கியங்களின் மாண்புகளை அறிய பெற்றமை				
IV	தமிழ்ச் செயலிகள்	தனித்தமிழ்	4.1 செயலிகள் அறிமுகம் 4.2 வகைகள்	

			4.3 மொழிபெயர்ப்புச் செயலிகள் 4.4 தமிழ்ச் செயலிகள்										
Instructional Hours			12 Hours										
Suggested Learning Methods : தமிழ்ச் செயலிகள் பற்றி அறியும் வாய்ப்பு பெற்றமை													
V	இலக்கணம்	1.நன்னூல் 2.தொல்காப்பியம்	5.1 முதற்பொருள், கருப்பொருள், உரிப்பொருள் 5.2 பத்து அழகு 5.3 பத்து குற்றம் 5.4 ஆங்கிலத்திலிருந்து தமிழில் மொழிபெயர்த்தல்										
Instructional Hours			12 Hours										
Suggested Learning Methods : இலக்கண மாண்புகளை அறியும் திறன் பெற்றமை													
Total Hours			60 Hours										
Text Books	1. இளங்கலை முதலாம் ஆண்டு தமிழ் மாணவர்களுக்குரிய பாடநூல் தொகுப்பு: “முத்தமிழ்” தமிழ்த்துறை, நேரு கலை மற்றும் அறிவியல் கல்லூரி, கோயம்புத்தூர்.												
Reference Books	1. சங்க இலக்கியங்கள் - எட்டுத்தொகை, பத்துப்பாட்டு கழக வெளியீடு, திருநெல்வேலி. 2. தனித்தமிழ்- இளசுந்தரம், விகடன் பிரசுரம். சென்னை.												
Web. URLs	https://youtu.be/GrNnb68Fd6w , https://youtu.be/14-sEAUzXP8 .												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Seminar	Assignment	Group Project	Total							
4	4	5	2	2	3	20							
Mapping													
PO / CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	P S O 1	PSO2	PSO3	PSO4	PSO5
CO1	M	L	H	L	H	H	M	H	-	-	-	-	-
CO2	M	L	H	L	M	L	M	H	-	-	-	-	-
CO3	H	L	H	L	H	H	M	H	-	-	-	-	-
CO4	M	L	M	L	H	H	H	M	-	-	-	-	L
CO5	H	L	L	L	M	H	L	M	-	-	-	L	L
H-High; M-Medium; L-Low													
Course designed by							Verified by						
Dr. S. Satheesh kuma							Dr. A. Sridevi						

Course Code	Title		
23U1HIN404	Part – I : Prayogik Hindi		
Semester : IV	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)			
Course Objective	साक्षरता प्रशंसा और विश्लेषण के सौंदर्य, सांस्कृतिक और सामाजिक पहलुओं के प्रति छात्रों को संवेदनशील बनाना। उन्हें विभिन्न कालों के प्रख्यात लेखकों के हिंदी कथा साहित्य के बेहतरीन नमूने उपलब्ध कराना।		
Course Category	Skill Development		
Development Needs	Global		
Course Description	Improved accuracy & quality, improved communication		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	छात्र हिंदी भाषा से अच्छी तरह वाकिफ हो सकेंगे।	Smart boards and Role play	Assignment
CO 2	पाठ्यक्रम संवादी हिंदी में पारंगत होने में मदद करता है।	Group learning Acting and Story Narration	Seminar
CO 3	छात्र आधुनिक हिंदी साहित्य का ज्ञान प्राप्त कर सकेंगे।	Smart boards and YouTube Videos	Assignment
CO 4	छात्रों को निबंध लेखन में अच्छा अभ्यास मिलेगा।	Group learning and Work sheets	Group Project
CO 5	छात्रों को फिल्म की समीक्षा करने का अभ्यास मिलेगा।	Worksheets and Exercises	Seminar
Offered by	Hindi		
Course Content	Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters
I	विरुद्ध उपन्यास: (मृणाल पाण्डे)	1	4
Instructional Hours			12
Suggested Learning Methods : Visual Learning			
II	कथा माला : लौटना और लौटना (मृदुला गर्ग) , ममता (जयशंकर प्रसाद), आदमी का बच्चा (यशपाल)	1	3
Instructional Hours			12
Suggested Learning Methods : Auditory			
III	1. दिए गए अनुच्छेद पर समीक्षा लिखना 2. आधुनिक काल: प्रवृत्तियां और कवि	1	3
Instructional Hours			12
Suggested Learning Methods : Comprehensive Writing			

IV	1. सामान्य निबंध : आधुनिक शिक्षा प्रणाली , मोबाइल का दुष्परिणाम, आधुनिक युवा पीढ़ी						1	2					
	2. हिंदी में दी गई कहानी के लिए सारांश लिखना।												
Instructional Hours							12						
Suggested Learning Methods : Auditory, Visual, Comprehensive													
V	सिनेमा समीक्षा : पद्मावत						1	4					
Instructional Hours							12						
Suggested Learning Methods : Comprehensive writing													
Total Hours							60						
Text Books			<ol style="list-style-type: none"> विरुद्ध उपन्यास: (मृणाल पाण्डे) कहानी कुंज , गोविंद प्रकाशन , मथुरा हर हाल बेगाने - मृदुला गर्ग , राजपाल एंड संस , दिल्ली मेरा परिवार , लोकभारत प्रकाशन , इलाहाबाद 										
Reference Books			<ol style="list-style-type: none"> संजय चौहान , समकालीन हिंदी साहित्य विचार और विवाद , आशा किताबें श्री रामदेव, व्याकरण प्रदीप, लोकभारती प्रकाशन, अलाहाबाद डॉ वासुदेव नंदन प्रसाद, आधुनिक हिंदी व्याकरण और रचना, भारती भवन प्रकाशक ओंकार नाथ वर्मा , सामान्य हिंदी , अरिहंत प्रकाशन भारत लिमिटेड 										
Web. URLs			<ol style="list-style-type: none"> www.webdunia.com www.hindikunj.com hindi-natak-vikas.html www.bhashaindia www.hindisamay.com https://ebook.pustak.org/ 										
Tools for Assessment (20 Marks)													
CIA I		CIA II		CIA III		Assignment	Seminar	Quiz	Total				
4		4		5		2	2	3	20				
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	M	M	L	-	-	-	-	-	-	-
CO2	-	-	H	H	L	H	-	-	-	-	-	-	-
CO3	-	-	-	L	L	H	-	-	-	-	-	-	-
CO4	-	-	M	M	H	L	-	-	-	-	-	-	-
CO5	-	-	L	L	H	L	-	-	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. S. Swarnalatha							Dr. S. Swarnalatha						

Course Code	Title		
23U1MAL404	Part – I : Drisyakalaa Saahithyam		
Semester : IV	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)			
Course Objective	സിനിമ എന്ന മാധ്യമത്തിന്റെ വിവിധ തലങ്ങളെ ആഴത്തിൽ മനസ്സിലാക്കാൻ കഴിയുന്നു. ദൃശ്യാവിഷ്കരണത്തെ കുറിച്ചുള്ള അറിവ് ലഭിക്കുന്നു.		
Course Category	Skill Development		
Development Needs	Global		
Course Description	Proper guidance, opportunities and encouragement that help them achieve their ambitions		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	തിരക്കഥയിലെ സംഭാഷണത്തിന്റെ പ്രസക്തി	Lecture / Video Methods	Assignment
CO 2	മനക്കരുത്തിലൂടെ വീട്ടിലെ എല്ലാ അംഗങ്ങളെയും ദുഃഖം അറിയിക്കാതെ മംഗളകർമ്മം നടത്തുന്നു.	Group Learning	Seminar
CO 3	കുടുംബത്തിന്റെ തകരുന്ന മൂല്യത്തെ ഉയർത്തുന്നു	Peer Teaching	Assignment
CO 4	ദൃശ്യാവിഷ്കരണം മലയാളത്തിൽ	Group Learning	Group Project
CO 5	രംഗവേദിയുടെ അവതരണം	Lecture / Dumb Charades	Assignment
Offered by	Department of Malayalam		
Course Content	Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters
I	തിരക്കഥ - ഞാൻ പ്രകാശൻ	1	5
Instructional Hours			12
Suggested Learning Methods : Visual Learning			
II	തിരക്കഥ - ഞാൻ പ്രകാശൻ	1	5
Instructional Hours			12
Suggested Learning Methods : Auditory, Visual			
III	തിരക്കഥ - ഞാൻ പ്രകാശൻ	1	3
Instructional Hours			12
Suggested Learning Methods : Visual Learning			

IV	നാടകം - ഭരതവാക്യം						1	2					
Instructional Hours							12						
Suggested Learning Methods: Auditory, Visual													
V	നാടകം - ഭരതവാക്യം						1	3					
Instructional Hours							12						
Suggested Learning Methods : Visual Learning													
Total Hours							60						
Text Books	<ol style="list-style-type: none"> 1. തിരക്കഥ - ഞാൻ പ്രകാശൻ - ശ്രീനിവാസൻ, ഡി.സി.ബുക്സ് 2. നാടകം - ഭരതവാക്യം 												
Reference Books	<ol style="list-style-type: none"> 1. കഥയും തിരക്കഥയും ഡോ.ആർ.വി.എം.ദിവാകരൻ - എൻ. ബി. എസ് കോട്ടയം 2. മലയാള സിനിമയും സാഹിത്യവും - മധു ഇറവകര - ഡി.സി.ബുക്സ് 3. ഒരു സിനിമ എങ്ങനെ ഉണ്ടാകുന്നു. - കെ.കെ. ചന്ദ്രൻ 4. നാടക സാഹിത്യ ചരിത്രം - ജി. ശങ്കരപ്പിള്ള - ഡി.സി.ബുക്സ് 5. നാടകം കലയും കാഴ്ചയും - പി.ജി.സദാനന്ദൻ - ഡി.സി.ബുക്സ് 												
Web. URLs	<ol style="list-style-type: none"> 1. literature">http://www.keralaculture.org>literature 2. http://www.manoramaonline.com 												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Quiz	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	H	H	H	-	-	-	-	-	-	-
CO2	-	-	H	M	H	M	-	-	-	-	-	-	-
CO3	-	-	M	M	M	H	-	-	-	-	-	-	-
CO4	-	-	L	H	L	H	-	-	-	-	-	-	-
CO5	-	-	L	H	L	H	-	-	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
N. Rajani							Dr. Smitha C R						

Course Code	Title		
23U1FRN404	Part – I : Le Francais General – IV		
Semester : IV	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to all UG Programmes)			
Course Objective	Acquisition of standard French through French grammar and oral communication		
Course Category	Skill Development		
Development Needs	Global		
Course Description	Improved understanding and communication		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	learn pronouns, gérondif along with culture adaptation in foreign countries	Lectures /Tutorial	Assignment
CO 2	French food culture, manners, futur simple & futur proche.	Group Learning	Assignment
CO 3	Business and economic culture, la cause et la consequence.	Peer Teaching	Seminar
CO 4	Letter writing official and to a patron, le passif, les doubles pronoms	Group Learning	Group Project
CO 5	The city and country, urbanisation, l'opposition et la concession, le subjonctif et l'infinif	Group Learning	Assignment
Offered by	Department of French		
Course Content	Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters
I	Explorer l'inconnu	1	1
Instructional Hours			12
Suggested Learning Methods : Visuals			
II	Goûter l'insolite	1	2
Instructional Hours			12
Suggested Learning Methods : Comprehensive writing			
III	Consommer autrement	1	3
Instructional Hours			12
Suggested Learning Methods : Group discussions			
IV	S'engager pour une cause	1	4
Instructional Hours			12
Suggested Learning Methods : Visuals			

V	Repenser le quotidien						1	5					
Instructional Hours							12						
Suggested Learning Methods : Group Discussion													
Total Hours							60						
Text Books	1. Saison 2 Méthode de Français – Marie-Noëlle Cocton, Anouchka De Oliveira, Dorothée Duplex (Unit 0 to 4)												
Reference Books	1. Connexions 2 Methode de Français Régine Mérieux , Yves Loiseau												
Web. URLs	1. www.academia.edu												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Quiz	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	M	H	H	-	-	-	-	-	-	-
CO2	-	-	H	L	H	M	-	-	-	-	-	-	-
CO3	-	-	-	M	M	H	-	-	-	-	-	-	-
CO4	-	-	L	M	L	H	-	-	-	-	-	-	-
CO5	-	-	L	-	H	-	-	-	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. R. Malathi							Dr. R. Malathi						

Course Code	Title		
23U2ENG404	Part – II : Communicative English – II		
Semester : IV	Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to All UG Programmes)			
Course Objective	To equip the students with Language Skills and develop interest in and appreciation of literature.		
Course Category	Skill Development		
Development Needs	Global		
Course Description	SD: Helps to develop LSRW skill		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Understand the values of life reflected in the prescribed prose	Lecture/Tutorial	Assignment
CO 2	Learn to interpret poem based on contextual evidence.	Lecture/Tutorial	Assignment
CO 3	Enhance imaginative and communication skills through short stories.	Lecture/Tutorial	Speaking
CO 4	Understand the performing art through drama.	Lecture/Tutorial	Reading
CO 5	Acquire proficiency in English for global competency.	Lecture/Tutorial	Writing
Offered by	Department of English		
Course Content	Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters
I	Prose Francis Bacon – Of Adversity Dr. Radhakrishnan - Character is Destiny Sudha Murty - How I taught my grandmother to read	1	1
Instructional Hours			12
Suggested Learning Methods : Intensive Reading			
II	Poetry Sarojini Naidu - The Soul's Prayer Emily Dickinson - Death in the Opposite House William Blake – London	1	2
Instructional Hours			12
Suggested Learning Methods : Scaffolding Method			
III	Short Stories W. Somerset Maugham - Mr. Know-All Edgar Allan Poe-The Purloined Letter Ruskin Bond-The Thief Story	1	3
Instructional Hours			12
Suggested Learning Methods : Flipped Learning			

IV	Drama William Shakespeare – As You Like It							1	4				
Instructional Hours								12					
Suggested Learning Methods : Flipped Learning													
V	GRAMMAR AND COMPOSITION Oral & Written Communication (Unit I-IV) Listening – Comprehension practice from Poetry, Prose, Online Voice Practice, observing/viewing E-content (with subtitles), Guest/Invited Lectures, Conference/Seminar Presentations & Tests, and DD National News Live, BBC, CNN, VOA etc Speaking – In Group Discussion Forum, participate in the Turn Taking, and Conversation Management, Debating, Defending/Mock Viva- Voce, Seminar Presentations on Classroom-Assignments, and Peer-Team-interactions. Reading –Different Reading Strategies in Poetry, Prose, Novel, Newspaper etc Writing – Clauses – Conditional, Relative, Restrictive, Non-Restrictive, Denotation and Connotations Précis Writing, One word substitution.							1	5				
Instructional Hours								12					
Suggested Learning Methods : Activity Based Learning													
Total Hours								60					
Text Books		Unit I – V: Compiled by the Department of English											
Reference Books		CLIL (Content & Language Integrated Learning) – Module by TANSCHENOTE: (Text: Prescribed chapters or pages will be given to the students by the department)											
Web. URLs													
Tools for Assessment (20 Marks)													
CIA I		CIA II		CIA III		Assignment		Seminar		Presentation		Total	
4		4		5		2		2		3		20	
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	-	H	-	M	M	H	M	H	H	M	H	M
CO2	M	-	H	-	H	M	H	M	H	H	M	H	M
CO3	M	-	H	-	H	H	H	H	H	H	M	H	M
CO4	M	L	H	-	H	-	H	H	H	H	M	H	H
CO5	H	M	H	-	H	H	H	H	H	H	H	H	M
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. Adappatu Ancy Antony							Dr. R. Malathi						

Course Code	Title		
23U3BMC409	Core Paper: IX – Advertising and Sales Promotion		
Semester: IV	Credits: 3	CIA: 20 Marks	ESE: 55 Marks
(Common to BBA AV / CA / IB / LOGISTICS)			
Course Objective	To enable the students to be aware of Advertising Concepts, Sales Promotion design and techniques, Publicity and Personal selling.		
Course Category	Employability		
Development Needs	National		
Course Description	An introduction to the fundamental concepts of advertising in the modern marketing practices.		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Understand the Principles of Advertising Layout and Campaign	Lecture/ Case Study	Assignment
CO2	Identify and Make Decisions Regarding the Most Feasible Advertising Appeal and Media Mix	Lecture/ Role Play	Seminar
CO3	Evaluate all Aspects of Sales Promotion	Lecture/ Peer Teaching	Seminar
CO4	To Apply Various Sales Promotion Strategies	Lecture/ Role Play	Assignment
CO5	To Develop Knowledge in Personal Selling	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	Advertising in retailing - Advertising principles - Steps in planning a retail advertising campaign advertising for the retail store.	1	1,2
Instructional Hours			15
Suggested Learning Methods : Video lectures			
II	Media and copy decisions - Media objectives-planning and budgeting-advertising Evaluation creating and producing copy-copy testing	1	5,6,7
Instructional Hours			15
Suggested Learning Methods : Video lectures			
III	Retail promotional strategy - Promotional objectives, Promotional budget - Selecting the promotional mix - Implementing the promotional mix	2	1,2,3
Instructional Hours			15
Suggested Learning Methods : Video lectures			

IV	Management of sales promotion- Role of sales promotion Types of sales promotion- Evaluating sales promotion		2	4,5									
Instructional Hours				15									
Suggested Learning Methods : Role Play													
V	Personal selling – publicity Publicity and special events - Role of personal selling in Retailing - Process in personal selling.		2	6,7,8									
Instructional Hours				15									
Suggested Learning Methods : Case Study													
Total Hours				75 Hrs									
Text Books	1. S.H.H. Kazmi and Satish Batra, Advertising and Sales Promotion , Excel Books, 2008. 2. Sanjay and Sahitya Bhawan, Advertising and Sales Promotion , SEPD Publication, 2015.												
Reference Books	1. Ken Kaser, Advertising and Sales Promotion , Cengage Learning, 2013. 2. Chunawalla Reddy, Appannaiah, an Introduction to Advertising and Marketing Research , Himalaya Publishing House, 2015.												
Web. URLs	1. https://onlinecourses.nptel.ac.in/noc22_mg38/preview 2. https://onlinecourses.swayam2.ac.in/cec20_ge02/preview												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Case Study	Assignment	Seminar	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	-	M	H	M	-	M	M	-	M	M	-	-
CO2	M	-	M	H	M	M	M	H	H	M	M	H	-
CO3	H	M	M	-	H	-	M	M	M	-	-	M	-
CO4	H	M	M	M	H	-	M	M	-	-	-	M	-
CO5	H	M	-	-	H	-	-	M	-	-	M	M	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
V. Renga Boss							Dr. R. A. Ayyapparajan						

Course Code	Title		
23U3BMC410	Core Paper: X – Production and Inventory Management		
Semester: IV	Credits:4	CIA: 25 Marks	ESE: 75 Marks
(Common to BBA AV / CA / IB / LOGISTICS)			
Course Objective	To impart knowledge on the role and functions of production management and to develop an understanding of quality and modern production concepts.		
Course Category	Employability		
Development Needs	National		
Course Description	Modern production Management Tools		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Develop an understanding of production concepts and to select a suitable production system.	Lecture/ Case Study	Assignment
CO2	Understand Product design and Service Process.	Lecture/ Role Play	Seminar
CO3	Analyse and decide a good location for the plant and its layout.	Lecture/ Peer Teaching	Seminar
CO4	Demonstrate efficient planning and control of production activities.	Lecture/ Role Play	Assignment
CO5	Identify the ways and means to attain a competitive edge in the market through Quality Management.	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	Production Management – Definition- Scope- Systems Concept of Production- Types of Production System- Production Function - Importance - Difference between Goods and Services- Productivity	1	1&2
Instructional Hours			15 Hrs
Suggested Learning Methods:Video lectures			
II	Production Design: Importance- Factors influencing Product Design – Characteristics – Approaches-Service Design Process Design: Definition; Planning, Selection; ProcessStrategy: Key aspects- Process focus- Product focus- Repetitive focus; Characteristics.	1	2
Instructional Hours			15 Hrs
Suggested Learning Methods :Video lectures			
III	Plant layout: Definition; Objectives; Principles of Layout- Factor influencing Facility Layout-Types of Layout Plant Location: Factors influencing plant location, - Steps in Location Selection- Service Location Strategy	1	3,4
Instructional Hours			15 Hrs
Suggested Learning Methods : Video lectures			

IV	Production Planning & Control: Objectives; Role; Aggregate Planning; Aggregate Planning Strategies; Master Production Plan; Material Requirements Planning Inventory Management: Definition; Inventory Costs; Factors Influencing Inventory Management and Control; Benefits; Inventory Control Techniques								2	2,3			
Instructional Hours										15 Hrs			
Suggested Learning Methods : Video lectures													
V	Quality Management: Quality - Inspection and Quality Control- Inspection – Objective – Scope- Quality Control - Benefits; Quality Assurance; SQC. Modern Production Management Tools: Just-In-time (JIT) Manufacturing; Total quality management; ISO 9001: 9015 Series								1	19			
Instructional Hours										15 Hrs			
Suggested Learning Methods : Video lectures													
Total Hours										75 Hrs			
Text Books	<ol style="list-style-type: none"> 1. K. Aswathappa, K. Shridhara Bhat, Production and Operations Management, Himalaya Publishing House, Mumbai, 2015. 2. JayHeizer, Barry Render, JagadeeshRajashekhar, Operations Management, Pearson, New Delhi, 2018. 												
Reference Books	<ol style="list-style-type: none"> 1. Deepak Kumar Bhattacharyya, Production and Operations Management, Universities Press (India) Pvt. Ltd.2012. 2. Chary, Productions and Operations Management, Tata McGraw- Hill Publishing 2009. 												
Web. URLs	<ol style="list-style-type: none"> 1. http://www.nitc.ac.in/app/webroot/img/upload/Production%20Management%20Module%201%20Course%20notes.pdf 2. https://www.slideshare.net/KirtiGupta64/latest-trends-in-production-and-operationalmanagement 												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Case Study			Industrial Visit		Group Discussion		Total			
5	5	6	3			3		3		25			
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO2	PSO 3	PSO4	PSO5
CO1	H	M	-	H	-	H	M	M	-	H	M	-	-
CO2	M	-	L	M	L	L	L	H	-	L	-	M	-
CO3	L	L	M	M	-	H	M	M	-	H	M	-	M
CO4	-	L	M	H	L	M	M	H	-	H	H	-	-
CO5	M	M	L	H	-	H	L	L	-	M	M	-	M
H-High; M-Medium; L-Low													
Course designed by								Verified by Chairman					
Dr. T. Sudha								Dr. R. A. Ayyapparajan					

Course Code		Title		
23U3BCC411		Core Paper-XI - Python Programming		
Semester: IV		Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(BBA Computer Applications)				
Course Objective		To enable the students to learn python programming in windows Environment		
Course Category		Employability		
Development Needs		National		
Course Description		An introduction to Basic concepts of object oriented, Control Structures, Class and objects, Java Language and Arrays		
Course Outcomes		Teaching Methods	Assessment Methods	
CO 1	Understand the basics of Python and write simple Python program.	Lecture/ Quiz	Assignment	
CO 2	To develop python programs with conditionals and loops	Lecture/ Practicals	Seminar	
CO 3	To define python functions and call them	Lecture/ Peer Teaching	Group Discussion	
CO 4	To use python data structures – lists, tuples, dictionaries	Lecture/ Flipped Classroom	Seminar	
CO 5	To do input/ output with files in python	Lecture/ Case Studies	Group Discussion	
Offered by	Business Administration			
Course Content		Instructional Hours / Week : 5		
Unit	Description	Text Book	Chapters	
I	Install Python IDE - Python print() - Python Variables - Escape Character Sequences - How to check the Python Version - How to Run Python Scripts Program: 1. Python Program to Print Hello world! Python Program to Add Two Numbers	1	1 & 2	
Instructional Hours			13 + 2	
Suggested Learning Methods: Seminar				
II	Data Structure TUPLE - Dictionary(Dict) - Dictionary Append - Operators - Arrays Program: 1. Python Program to Find the Square Root Python Program to Calculate the Area of a Triangle	1	3 & 4	
Instructional Hours			13 + 2	
Suggested Learning Methods : Inquiry Based Learning				
III	Python Conditional Loops: Conditional Statements - IF...Else, ELIF & Switch Case- For & While Loops - Enumerate, Break, Continue Statement- break, continue, pass statements Program: 1. Python Program to Check if a Number is Odd or Even Python Program to Check Leap Year	1	5 & 6	
Instructional Hours			13 + 2	
Suggested Learning Methods : Peer Teaching				

IV	Python OOPs : Class, Object, Inheritance and Constructor Program:						1	7 & 8					
	1. Python Program using Constructor Python Program using Inheritance												
Instructional Hours							13 + 2						
Suggested Learning Methods : Flipped Classroom													
V	Python Strings — Replace, Join, Split, Reverse, Uppercase & Lowercase count() - len() Method -String find() Method - Python string find() - split() Program:						2	6, 10 & 11					
	1. Python Program to reverse the String Python Program to Count Number of Word												
Instructional Hours							13 + 2						
Suggested Learning Methods : Mini Case Analysis													
Total Hours							75 Hrs						
Text Books		1. Ch.Satyanaryana, M.Radhika Mani, B.N. Jagadesh, Python Programming, University Press Pvt. Ltd.2018. 2. Dr.S.A.Kulkarni, Problem Solving and Python Programming, 2nd Edition, Yesdee Publishing,2018											
Reference Books		1. Allen B. Downey, Think Python: How to Think Like a Computer Scientist , 2nd edition, Updated for Python 3, Shroff/O’Reilly Publishers,2016 2. Guido van Rossum and Fred L. Drake Jr, An Introduction to Python – Revised and updated for Python 3.2 , Network Theory Ltd.,2011.											
Web. URLs		1. https://www.geeksforgeeks.org/introduction-to-python-programming-language 2. https://www.guru99.com/python-tutorials.html 3. https://pynative.com/python-object-oriented-programming-oop-exercise/											
Tools for Assessment (25 Marks)													
CIA I		CIA II		CIA III		Program Development		Program Execution		Assignment		Total	
5		5		6		3		3		3		25	
Mapping													
CO \ PO	PO 1	PO2	PO 3	PO 4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO 3	PS O4	PSO5
CO1	M	H	M	L	-	H	-	-	-	M	-	H	M
CO2	-	M	-	-	-	H	-	H	-	H	-	M	-
CO3	H	H	-	L	M	M	-	M	-	-	H	-	M
CO4	M	-	M	M	-	L	-	-	H	M	-	-	M
CO5	H	M	-	-	-	H	-	-	M	M	H	M	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. A. Sherin							Dr. R. A. Ayyapparajan						

Course Code	Title		
23U4BMZ402	Skill Based Paper: II – Insurance Principles and Practices		
Semester: IV	Credits: 3	CIA: 25 Marks	ESE: 50 Marks
(Common to BBA AV / CA / IB / LOGISTICS)			
Course Objective	To familiarize the students with fundamental concepts of risk and insurance.		
Course Category	Skill development		
Development Needs	National		
Course Description	To Understand the principles of Insurance and Legal Characteristics of Insurance Contract.		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Understand basic terminology of insurance and principles of Insurance.	Lecture/ Case Study	Assignment
CO2	Understand appropriate methods of risk management.	Lecture/ Role Play	Seminar
CO3	Demonstrate Legal And Regulatory Aspects of Insurance	Lecture/ Peer Teaching	Seminar
CO4	Prepare Product design, pricing, distribution of Insurance	Lecture/ Role Play	Assignment
CO5	Acquire knowledge on Insurance Lines And Products	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content	Instructional Hours / Week : 3		
Unit	Description	Text Book	Chapters
I	Principles And Practices Of Insurance - History of Indian Insurance, principles of Insurance - Insurance as Security- Legal Characteristics of Insurance Contract- IRDA (Insurance Brokers) Regulations 2013.	1	1
Instructional Hours			09 Hrs
Suggested Learning Methods: Video Lectures			
II	Risk Management - Risk and uncertainty, pooling and diversification of risk, Indemnity and Insurable interest- Risk Management Documentation - Risk Self-Assessment Reports, Internal Audit Reports, Unit Risk Management Reports, External Disclosure Reports- Risk Control Techniques	1	3
Instructional Hours			09 Hrs
Suggested Learning Methods : Video Lectures			
III	Legal And Regulatory Aspects Of Insurance Legal foundations of insurance, basics in Group/Health Insurance/Pensions, Intermediation: role in mobilizing savings, evolution of various types and Bancassurance in India.	1	7
Instructional Hours			09 Hrs
Suggested Learning Methods : Video Lectures			
IV	Functions Performed By Insurers - Product design, pricing, distribution, underwriting, claims, Investment and Reinsurance.	2	2
Instructional Hours			09 Hrs

Suggested Learning Methods : Video Lectures													
V	Insurance Lines And Products - Property-Liability, Life Insurance and Annuities and Health Insurance, Liability risks and Insurance, valuation and solvency requirements, Specialist Insurance lines in India – Agricultural and Export Credit Guarantee, Reinsurance, GIC of India, obligator sessions and retention of risk within the Country.										2	6	
Instructional Hours												09 Hrs	
Suggested Learning Methods : Video Lectures													
Total Hours												45 Hrs	
Text Books	1. Gupta P.K, “ Insurance and Risk Management”, Himalya Publishing House; 2004 2. Principles of Risk Management and Insurance; Pearson; 13th Edition, by George E. Rejda and Michael J. McNamar												
Reference Books	1. Panda G.S., “Principles and Practices of Insurance” Kalyani Publications, 2004 2. Mishra M.N., “ Principles and Practices of Insurance”,S. Chand and Co; 2004												
Web. URLs	1. http://www.mas.gov.sg/~media/MAS/Regulations.pdf 2. http://www.hse.gov.uk/risk/controlling-risks.htm												
Tools for Assessment (25 Marks)													
Review I	Review II	Documentation	Seminar	Group Discussion	Assignment	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO2	PSO3	PSO4	PSO5
CO1	H	-	M	H	M	M	M	-	-	H	M	L	H
CO2	H	M		-	M	H	-	H	M	M	M	-	-
CO3	M		-	H	-	L	M	-	M	-	H	M	H
CO4	H	M		-	M	M	H	-	-	M	M	-	M
CO5	H	H	H	L	-	H	M	-	L	-	H	-	H
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. T. Sudha							Dr. R. A. Ayyapparajan						

Course Code	Title		
22U4NM4BT2	Part IV : Basic Tamil – II (அடிப்படைத்தமிழ் - II)		
Semester: IV	Credits: 2	CIA: 50 Marks	
(Common to all UG Programmes)			
Course Objective	அற இலக்கியங்களை அறிமுகப்படுத்தல்.		
Course Category	Skill Development (மாணவர்களின் மொழித்திறனை ஊக்குவித்தல்)		
Development Needs	Regional (தமிழ் மொழியின் அவசியத்தை உணர்த்துதல்)		
Course Description	மாணவர்களின் மொழித்திறனை ஊக்குவித்தல்		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	அற இலக்கிய அறிவு பெறுதல் - சிறுகதைகள் வழி சமூக அறிவு பெறுதல்.	விரிவுரை / காணொளி வகுப்பு	ஒப்படைவு
CO 2	தமிழ் எழுத்துக்கள் அறிமுகம் செய்தல் மற்றும் வாசித்தல் ஆகியவற்றின் பயன்பாடு.	குழு விவாதம்/ விரிவுரை	கருத்தரங்கு
CO 3	பிறமொழி அறிவுத் திறன் மேம்படச்செய்தல்.	விரிவுரை/காணொளி ப்பட விளக்கம்	ஒப்படைவு
CO 4	மொழிப்பெயர்ப்புத் திறன் மேம்படச்செய்தல்.	விரிவுரை/ குழு விவாதம்	குழுத்திட்டம்
CO 5	வார்த்தை அமைக்கும் திறன் பெறச்செய்தல்.	விரிவுரை / குழுத்திட்டம்	குழுத்திட்டம்
Offered by	தமிழ்த்துறை		
Course Content : Basic Tamil – II (அடிப்படைத்தமிழ் II)		Instructional Hours / Week : 2 Hours	
Unit	Description	Text Book	Chapters
I	நீதி நூல்கள்	1.பாரதியார் ஆத்திச்சூடி 2.கொன்றைவேந்தன்	1.1 முதல் 12 வரிகள் 2.1 முதல் 7 வரிகள்
Instructional Hours		6 Hours	
Suggested Learning Methods : நீதிநூல்களின் சிறப்பினை அறியும் பயன் பெற்றமை			
II	பதினெண் கீழ்க்கணக்கு நூல் (திருக்குறள்)	திருக்குறள்	2.1.கடவுள் வாழ்த்து -அகர முதல எனத் தொடங்கும்... அதி 1 குறள் -1 2.2. வான் சிறப்பு- நீரின்றி அமையாது உலகு. அதி-2.குறள் - 10 2.3. அன்புடைமை - அன்பின் வழியது உயிர்நிலை. அதி - 8.குறள் - 10 2.4. கல்வி - கண்ணுடையார் என்பர் . அதி-40 குறள்-393 2.5. இனியவை கூறல் - இனிய உளவாக இன்னாத அதி10. குறள் -10
Instructional Hours		6 Hours	
Suggested Learning Methods : திருக்குறளின் சிறப்பினை அறிந்தமை			
III	கிராமியக் கதைகள்	கிராமியக் கதைகள்	3.1.பரமார்த்தக்குரு கதைகள் 3.2.நாட்டுப்புறக் கதைகள் அறிமுகம்
Instructional Hours		6 Hours	
Suggested Learning Methods : கிராமியக் கதைகளின் கதை அமைப்பினை அறியும் வாய்ப்பு பெற்றமை			

IV	மொழிப்பயிற்சி	மொழிப்பயிற்சி	4.1. பிறமொழிச் சொற்களுக்கு தமிழ்ச்சொல் எழுதுதல்										
Instructional Hours			6 Hours										
Suggested Learning Methods :			தமிழ்ச்சொல் எழுதும் திறன் பெற்றமை										
V	எழுத்துப்பயிற்சி	எழுத்துப்பயிற்சி	5.1 தன்விவரம் எழுதுதல் 5.2 பெயர், கல்லூரி விவரம் எழுதச்செய்தல்										
Instructional Hours			6 Hours										
Suggested Learning Methods :			பிறமொழி கலப்பு இன்றி தமிழ்ச்சொல் எழுதும் திறன் பெற்றமை										
Total Hours			30 Hours										
Text Books	1. இளங்கலை தமிழ் மாணவர்களுக்குரிய பாடநூல் “அரிச்சுவடி” 2. தொகுப்பு: தமிழ்த்துறை, நேரு கலை மற்றும் அறிவியல் கல்லூரி, கோயம்புத்தூர்.												
Reference Books	1. ஓளவையார் ஆத்திச்சூடி மணிவாசகர் பதிப்பகம், கோயம்புத்தூர் இராஜவீதி, 01. 2. திருக்குறள் - பரிமேலழகர் உரை, மணிவாசகர் பதிப்பகம், சென்னை - 600018.												
Web. URLs	https://youtu.be/d5be921uxhE , https://youtu.be/Wtg-GJpXTM .												
Tools for Assessment (50 Marks)													
CIA I	CIA II	CIA III	Seminar	Assignment	Group Project	Total							
8	8	10	8	8	8	50							
Mapping													
CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	L	H	L	H	M	H	H	-	-	-	-	-
CO2	L	L	H	L	M	M	L	H	-	-	-	-	-
CO3	H	L	H	L	L	M	M	H	-	-	-	-	-
CO4	H	L	M	L	L	M	H	M	-	-	-	-	-
CO5	H	L	H	L	M	M	H	H	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by						
Dr. S. Satheesh Kumar							Dr. A. Sridevi						

Course Code	Title		
22U4NM4AT2	Part IV : Advanced Tamil – II (சிறப்புத்தமிழ் -II)		
Semester: IV	Credits: 2	ESE: 50 Marks	
Course Objective	நூல்களின் வழி அறச் சிந்தனைகளை உருவாக்குதல் செம்மொழியினைச் செம்மைப்படுத்துதல்.		
Course Category	Skill Development (மாணவர்களின் மொழித்திறனை ஊக்குவித்தல்)		
Development Needs	Regional (தமிழ் மொழியின் அவசியத்தை உணர்த்துதல்)		
Course Description	மாணவர்களின் மொழித்திறனை ஊக்குவித்தல்		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	அறச்சிந்தனைகள் பெறுதல் மற்றும் இலக்கண வழக்கு முறைகளைப் பெறுதல்.	விரிவுரை/காணொளிப்பட விளக்கம்	கருத்தரங்கு
CO 2	கடிதம் எழுதுதல் மற்றும் மொழியறிவைப் பெறுதல்	விரிவுரை/ குழு விவாதம்	ஒப்படைவு
CO 3	படைப்பாக்கத்திறன் அறிவுபெறச்செய்தல்	விரிவுரை	கருத்தரங்கு
CO 4	தகவல் தொடர்பியலுக்கான கடிதம், அமைவுத்திறன் பெறச்செய்தல்	விரிவுரை/ குழு விவாதம்	குழுத்திட்டம்
CO 5	மொழியைப் பிழையின்றிப் பேச, எழுதும் திறன் பெறச்செய்தல்	விரிவுரை/காணொளிப்பட விளக்கம்	ஒப்படைவு
Offered by	தமிழ்த்துறை		
Course Content : Advanced Tamil – II (சிறப்புத்தமிழ் -II)		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	பதினெண் கீழ்க்கணக்கு நூல்கள்	1.திருக்குறள் 2.நாலடியார்	1.1. கூடாநட்பு 1.2. செய்நன்றியறிதல் - நாலடியார் 1.3. கல்வி (131,132 செய்யுள்கள்)
Instructional Hours			6
Suggested Learning Methods : திருக்குறளின் சுவை அறியும் வாய்ப்பு பெற்றமை			
II	சிறுகதை	1.வெ.இறையன்பு - பூனாத்தி சிறுகதைகள்	2.1 சேவியர் வாத்தியார் 2.2 தூரிகை
Instructional Hours			6
Suggested Learning Methods : சிறுகதைகளின் சுவை அறியும் வாய்ப்பு பெற்றமை			
III	இலக்கணம்	இலக்கணப் பயிற்சி ஏடு	3.1 எழுத்தும் சொல்லும் 3.2 சுட்டெழுத்துகள் 3.3 சொற்களைச் சரியாகப் பயன்படுத்தும் முறை 3.4 வினைச்சொற்கள், பெயர்ச்சொற்கள் 3.5 வினா எழுத்துகள்
Instructional Hours			6
Suggested Learning Methods : இலக்கணப் பிழை இன்றி எழுதும் பயிற்சி பெற்றமை			
IV	வழக்கறிதல்	இலக்கணம்	மரபு வழக்கு - இயல்பு வழக்கு, தகுதி வழக்கு - அறிதல்
Instructional Hours			6
Suggested Learning Methods : வழக்குகள் பற்றி முழுமையாக அறியும் பயிற்சி பெற்றமை			

V	படைப்பாற்றல் பயிற்சி	இலக்கிய வரலாறு	கவிதை-சிறுகதை-நூல் மதிப்பீடு எழுதுதல்
Instructional Hours			6
Suggested Learning Methods : மதிப்பீடு செய்யும் பயிற்சி பெற்றமை			
Total Hours			30 Hrs
Text Books	1. இளங்கலைத்தமிழ் மாணவர்களுக்குரிய பாடநூல்“திரட்டு” தொகுப்பு: தமிழ்த்துறை, நேரு கலை மற்றும் அறிவியல் கல்லூரி, கோயம்புத்தூர்.		
Reference Books	1. திருக்குறள் –பரிமேலழகர் உரை, மணிவாசகர் பதிப்பகம், சென்னை - 018 2. வெ.இறையன்பு - பூனாத்தி சிறுகதைகள், விஜயா பதிப்பகம், கோவை.		
Web. URLs	https://youtu.be/_vB59q6At8s , https://youtu.be/aSvxO_rV9eQ .		
Course designed by		Verified by	
Dr. S. Sathesh Kumar		Dr. A. Sridevi	

Course Code	Title	
21U4NM4GEN	Non Major Elective : General Awareness	
Semester : IV	Credits : 2	ESE : 50 Marks

(Common to all UG Programmes)

Course Objective:

Enable the students to learn General knowledge and prepare for different competitive exams.

Course Outcomes:

CO1	Determine Verbal Aptitude , Numerical Aptitude and Logical Reasoning
CO2	Recall basic Science, history , Tamil , Computer , Commerce concepts which would help to crack competitive Examinations
CO3	Acquire time Management skills to attempt competitive Examinations
CO4	Develop Aptitude and problem solving skills
CO5	Gain Knowledge about Current Affairs

Course Content

Instructional Hours / Week : 2

S. No.	Topics
1.	Verbal Aptitude
2.	Numerical Aptitude and Logical Reasoning
3.	Abstract Reasoning
4.	Tamil and Other Literature
5.	General Science and Technology
6.	Computer
7.	Economics and Commerce
8.	History and Freedom Struggle
9.	Sports
10.	Current Affairs
Total Hours : 30	

Text Book: “General Awareness”, compiled by Nehru Arts and Science College, Coimbatore

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	L	-	-	H	-	-	L	-	-	-	-	-
CO2	H	L	-	-	H	-	-	L	-	-	-	-	-
CO3	H	L	-	-	H	-	-	L	-	-	M	-	-
CO4	H	L	-	-	H	-	-	L	-	-	M	-	-
CO5	H	L	-	-	H	-	-	L	-	-	-	-	-

H-High; M-Medium; L-Low

Course Designed by	Verified by Chairman
P. Sheeba Maybell	T. Chandrapusupam

Course Code	Title		
22U4VBOE01	Value Based Open Elective Course : Design Ecosystem		
Semester: IV	Credits: 2	ESE: 50 Marks	
Course Objective	To gain the knowledge on ecosystem and environmental sustainability		
Course Category	Crosscutting Issue : Environment And Sustainability		
Development Needs	Global		
Course Description	Design ecosystem describes about the components, types, structural and functional unit of ecology where the living organisms interact with each other and the surrounding environment.		
Course Outcomes		Teaching Methods	
CO 1	Understand about the basic concepts of ecosystem and environmental planning	Lecture / Video Lessons	
CO 2	Gain knowledge of challenges and design process of ecosystem	Lectures / Video Lessons	
CO 3	Understand about functions and flow of energy in ecosystem	Case study / Model	
CO 4	Analyse about process and mechanism of ecosystem control	Tutorial / Group Discussion	
CO 5	Demonstrate about green infrastructure and regulatory framework	Lecture / Tutorial	
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	Sustainable Human Dominated-Ecosystem and Environmental planning: Introduction to Ecology & environmental sciences; Principles and Scope of Ecology. Axioms of Ecological Engineering, Sustainable design principles, Global population dynamics, Human dominated earth.	1	1
		Instructional Hours	6
Suggested Learning Methods : Video Lectures			
II	Designing Ecosystem services & Biomes: Design challenges and needs, the design process, biomes, ecoregions, other land classification systems.	1	3 & 4
		Instructional Hours	6
Suggested Learning Methods : Video Tutorials			
III	Energy and mass flow through ecosystem: Structure and Functions of Ecosystems - Abiotic and Biotic components, Flow of energy and cycling of materials; water, carbon, nitrogen and phosphorus	3	2
		Instructional Hours	6
Suggested Learning Methods : Group Discussion			

IV	Ecosystem control: Population control process, community control process. Stream restoration design - hydrology, sedimentology, geomorphology, habitat, riparian corridor and construction.	2	6
Instructional Hours			6
Suggested Learning Methods : Group Discussion			
V	Green infrastructure design: Green infrastructure network, sustainable cities initiatives, agricultural sustainability indicators, surrounding environmental, ecological and social justice; environmental ethics, issues and possible solutions	3	4
Instructional Hours			6
Suggested Learning Methods : Online Tutorial			
Total Hours			30
Text Books	<ol style="list-style-type: none"> 1. Matlock, M. D. and M. Robert. Ecological Engineering Design: Restoring and Conserving Ecosystem Services. JohnWiley & Sons, Inc. 2011. 2. Meffe, G.K., L. Nielson, R. L. Knight and D. Schenborn. Ecosystem Management: Adaptive, Community-Based Conservation. Island Press. 2012. 3. Elliot, D. 2003. Energy, Society and Environment, Technology for a Sustainable Future. Routledge Press. 		
Reference Books	<ol style="list-style-type: none"> 1. Sim Van Der Ryn and S. Cowan. Ecological Design. Island Press, 1996. 2. Neeraja, N. Environment and Ecology: A Dynamic Approach, 3rd Edition. GKP Books Catalogue. 2018. 		
Web. URLs	<ol style="list-style-type: none"> 1. https://www.nationalgeographic.org/encyclopedia/ecosystem/ 2. https://www.environmentandecology.com/ 		
Course designed by		Verified by Chairman	
Dr. S. Esath Natheer		Dr. M. Thangavel	

Course Code	Title		
22U4VBOE02	Value Based Open Elective Course: Design Thinking		
Semester: IV	Credits : 2	ESE : 50 Marks	
Course Objective	Inculcate the fundamental concepts of design thinking and develop the students as a good designer by imparting creativity and problem solving ability		
Course Category	Crosscutting Issue : Professional Ethics		
Development Needs	Local, National and Global		
Course Description	The course aims to provide introduction to the basic concepts and techniques of design thinking and methods of implementing design thinking in the real world.		
Course Outcomes		Teaching Methods	
CO 1	Learn the basic concepts of design thinking	Direct Instruction	
CO 2	Develop the skill of applying the design thinking	Direct Instruction	
CO 3	Learn the business uses of design thinking	Video Lessons	
CO 4	Understand the variety of approaches within the design thinking discipline	Direct Instruction	
CO 5	Impart knowledge in design thinking mindset	Direct Instruction	
Course Content		Instructional Hours / Week: 2	
Unit	Description	Text Book	Chapters
I	Design Thinking Background Definition of Design Thinking, Variety within the Design Thinking Discipline, Design Thinking Mindset	1	1
Instructional Hours			06
Suggested Learning Methods: Brain Storming			
II	Design Thinking Approach Fundamental Concepts – Empathy, Ethnography, Divergent Thinking, Convergent Thinking, Visual Thinking, Assumption Testing, Prototyping, Time for Learning and Validation	1	5,1,3
Instructional Hours			06
Suggested Learning Methods : Learning by Teaching			
III	Design Thinking Resources – People, place, material, organizational fit Design Thinking Processes - Numerous Approaches, Double Diamond Process, 5-Stage, School Process, Designing for Growth Process, Role of Project Management	1	5,6
Instructional Hours			06
Suggested Learning Methods : DIY Activities			

IV	Design Thinking in Practice I: Process Stages of Designing for Growth - Design Thinking Tools and Methods – I- Purposeful Use of Tools and Alignment with Process, Visualization, Journey Mapping	1	6
Instructional Hours			06
Suggested Learning Methods: Case Method			
V	Design Thinking in Practice II: Design Thinking Tools and Methods – II- Value Chain Analysis, Mind Mapping, Brainstorming, Concept Development, Assumption Testing, Rapid Prototyping, Customer Co-Creation, Learning Launch	2	8
Instructional Hours			06
Suggested Learning Methods : Project Based Learning			
Total Hours			30
Text Books	<ol style="list-style-type: none"> 1. “Designing for growth: A design thinking tool kit for managers”, by Jeanne Liedtka and Tim Ogilvie., 2011, ISBN 978-0-231-15838-1 2. “The design thinking playbook: Mindful digital transformation of teams, products, services, businesses and ecosystems”, by Michael Lewrick, Patrick Link, Larry Leifer., 2018, ISBN 978-1-119-46747-2 		
Reference Books	<ol style="list-style-type: none"> 1. “Presumptive design: Design provocations for innovation”, by Leo Frishberg and Charles Lambdin., 2016, ISBN: 978-0-12-803086-8 2. “Systems thinking: Managing chaos and complexity: A platform for designing business architecture.”, “Chapter Seven: Design Thinking”, by JamshidGharajedaghi, 2011, ISBN 978-0-12-385915-0 		
Web. URLs	<ol style="list-style-type: none"> 1. https://www.designcouncil.org.uk/news-opinion/design-process-what-double-diamond 		
Course designed by		Verified by Chairman	
M. Nandhini		Dr. S. Jayapriya	

Course Code	Title		
22U4VBOE03	Value Based Open Elective Course : Disaster Management		
Semester: IV	Credits: 2	ESE: 50 Marks	
Course Objective	To learn knowledge about disaster and risk and apply the same in the time of any disaster.		
Course Category	Crosscutting Issue : Environment And Sustainability		
Development Needs	National		
Course Description	This course is designed to provide students with a comprehensive understanding of the concepts, theories, and practices of disaster and risk management. Students will learn how to identify and assess risks, develop emergency plans, and mitigate the impact of disasters on communities and organizations.		
Course Outcomes		Teaching Methods	
CO 1	Understand different types of disasters and their impact on individuals and communities.	Lecture/ Demonstration	
CO 2	Analyze the disaster management scenario in India, the policy framework, and the role of different stakeholders in reducing disaster risk and building resilience	Lecture/ Case Studies	
CO 3	Understand the concepts of risk and vulnerability in disaster management and analyze the different approaches to disaster risk reduction.	Lectures / Video Lessons	
CO 4	Analyze the concept and nature of disaster preparedness, different components of a disaster preparedness plan	Tutorial / Case Studies	
CO 5	Narrate the emergency responses to be taken by the national disaster management force and the practical training process on disaster management	Lecture / Class Projects	
Course Content		Instructional Hours / Week:2	
Unit	Description	Text Book	Chapters
I	Introduction on Disaster Definitions and Terminologies used in Disaster Management, Basic concepts in Disaster Management, Types of Disaster: Natural Disaster: Flood, Cyclone, Earthquakes, Landslides, epidemic or Pandemic etc. (Case studies of each), Man-made Disaster: Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures (Building and Bridge), War & Terrorism etc. (Case studies of each).	1	1
		Instructional Hours	6
Suggested Learning Methods : Power Point Presentation			
II	Disaster management in India Hazard and Vulnerability Profile India, Disaster Management Indian scenario, India's vulnerability profile, Disaster Management Act 2005 and Policy guidelines, National Institute of Disaster Management, National Disaster Response Force (NDRF),	1	2

	National Disaster Management Authority, States Disaster Management Authority, District Disaster Management Authority and Cases Studies.		
Instructional Hours			6
Suggested Learning Methods : PPT and Video Lecture			
III	Risk and Vulnerability Analysis Risk: Assessing Disaster Risk, Disaster Risk Reduction, Vulnerability: Its concept and analysis, Strategic Development for Vulnerability Reduction, Climate Variability & Disaster Risk, Industrial hazard and Risk Management	1	3
Instructional Hours			6
Suggested Learning Methods : Video Lecture			
IV	Disaster Preparedness Concept and Nature, Disaster Preparedness Plan, Prediction, Early Warnings and Safety Measures of Disaster, Role of Information, Education, Communication, and Training, Role of Government, International and NGO Bodies.	1	4
Instructional Hours			6
Suggested Learning Methods : PPT and Group Activity			
V	Response and 3Rs Emergency Response: Introduction, Crisis Response Plan (CRP), Communication, Participation, and Activation of Emergency Preparedness Plan, Search, Rescue, Evacuation and Logistic Management, Role of Government, International and NGO Bodies, Psychological relief and recovery, Relief operation and Recovery, Post Disaster Public Health Management, 3R - Rehabilitation, Reconstruction and Recovery, Reconstruction and Rehabilitation as a Means of Development, Damage Assessment, Post Disaster effects and Remedial Measures, Role of Educational Institutions in Disaster management.	1	5
Instructional Hours			6
Suggested Learning Methods : Laboratory Practice			
Total Hours			30
Text Books	1. Disaster and Risk Management (2023), Notes Compiled by the Department of Criminology, Nehru Arts and Science College, Coimbatore		
Reference Books	1. J. P. Singhal, "Disaster Management", Laxmi Publications, 2003. 2. M C Gupta, "Manual on Natural Disaster Management in India", NIDM, New Delhi, 2013 3. R K Bhandani, "An Overview on Natural & Man-made Disasters and their Reduction", CSIR, New Delhi, 2000 4. Dr. Mrinalini Pandey, "Disaster Management", Wiley India Pvt. Ltd, 2014. 5. National Disaster Management Authority Publications-Guidelines & Templates for Disaster Management		
Course designed by		Verified by Chairman	
Dr. V. Sudha		Dr. R. A. Ayyapparajan	

Course Code	Title		
22U4VBOE04	Value Based Open Elective Course : Environmental Pollution and Waste Management		
Semester: IV	Credits: 2	ESE: 50 Marks	
Course Objective	To acquire deeper knowledge about Environmental Management Systems		
Course Category	Crosscutting Issue : Environment And Sustainability		
Development Needs	Global		
Course Description	Environmental Pollution and waste Management involves studying the management of any unnecessary resource use or release of substances into the water, land or air that could harm human health or the environment		
Course Outcomes		Teaching Methods	
CO 1	Understand the types of environmental pollutants	Lecture / Group Learning	
CO 2	Describe, develop and interpret methods of the Environmental Management Systems.	Lecture/ Online Tutorial	
CO 3	Critically evaluate methods and possibilities within Environmental Management Systems from asystems perspective.	Lecture/ Online Tutorial	
CO 4	Understand the effective management of environmental pollutants	Lecture/ Online Tutorial	
CO 5	Learn Environmental Auditing for various Industries/Projects.	Lecture/ Online Tutorial	
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	Introduction to Environmental pollutants,Types of pollutants, Biodegradable pollutants, Non-biodegradable pollutants; Air pollution, Water Pollution, Soil Pollution	1	1,2
Instructional Hours			6
Suggested Learning Methods: Industrial Visit			
II	Introduction to Environmental Management System basic definitions and terms, Framework for Environmental Management Systems, Approach for developing an Environmental Management System.	2	2, 4
Instructional Hours			6
Suggested Learning Methods :Web search			
III	The introduction and implementation of ISO 14001: environmental policy, planning, implementation and operation, checking, management review. Applications EMS in terms of Process flow chart, effluent Generation, composition and treatment of effluents from following industries – sugar, pulp and paper, electroplating, dairy, oil refineries, etc.	2	5
Instructional Hours			6
Suggested Learning Methods : Online tutorial			

IV	Introduction to Environmental Auditing, Category “A” & “B” types of projects. Procedures and Guidelines to conduct Environmental Audit. Plastic Pollution: Causes, impacts, and reduction strategies -Global issue of plastic pollution and innovative solutions	3	7
Instructional Hours			6
Suggested Learning Methods : Online tutorial			
V	Municipal Solid Waste Management: Collection, transportation, and disposal of solid waste - Examination of waste treatment technologies and waste-to-energy processes. E-waste Management: Challenges and recycling techniques for electronic waste - Discussion on the environmental and health hazards associated with improper e-waste disposal.	1	8
Instructional Hours			6
Suggested Learning Methods : Online tutorial			
Total Hours			30
Text Books	<ol style="list-style-type: none"> 1. ISO 14001 Certification - Environmental Management Systems: A Practical Guide for Preparing Effective Environmental Management Systems Textbook Binding – Import, 10 Aug 1995 by W. Lee Kuhre (Author) 2. M. N Rao, “Waste Water Treatment” Oxford and IBH publishing Co. Pvt Ltd, 2007 3. Peavy, H.S, D.R. Rowe & T. George, “Environmental Engineering”, New York: McGraw Hill, 1987 		
Reference Books	<ol style="list-style-type: none"> 1. Christopher Sheldon and Mark Yoxon, “Installing Environmental management Systems – a step by step guide” Earthscan Publications Ltd, London, 1999. 		
Web. URLs	<ol style="list-style-type: none"> 1. https://www.anits.edu.in/online_tutorials/es/Unit%203.pdf 		
Course designed by		Verified by Chairman	
Dr. O S Nimmi		Dr. N. Saranya	

Course Code	Title		
22U4VB0E05	Value Based Open Elective Course : History of Ancient India		
Semester: IV	Credits: 02	ESE : 50 Marks	
Course Objective	To explore the rich and diverse history of ancient India, examining its civilizations, political systems and cultural achievements.		
Course Category	Employability		
Development Needs	Global		
Course Description	This course gives an in depth analysis of the Ancient Indian History marking the beginning of urban civilization in the Indian subcontinent.		
Course Outcomes		Teaching Methods	
CO 1	Understand the salient features of Indus valley civilization	Lecture	
CO 2	Evaluate the features Civilizations	Tutorial	
CO 3	Evaluate the rise of new movements	Lecture	
CO 4	Visualize the administration of Mauryas and the art and architecture of Mauryas	Tutorial	
CO 5	Identify the administration of Guptas and their contribution to University	Lecture	
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	Definitions - Nature and Scope of History - History and Its Relationship with other Social Sciences - Geographical Features of India Sources of Indian History: Pre- History Paleolithic, Mesolithic, Neolithic, Chalcolithic and Megalithic Cultures.	1 &4	1-5
Instructional Hours			6
Suggested Learning Methods : Lecture/Tutorial			
II	Indus Valley Civilization - Its Features & Decline; Early Vedic and Later Vedic Civilizations Vedic Literature Society Economy - Polity Religion.	2	2-4
Instructional Hours			6
Suggested Learning Methods : Lecture/Tutorial			
III	Rise of New Religious Movements Charvakas, Lokayathas, Jainism and Buddhism; Mahajanapadas - Rise of Magadha; Impact.	3	3
Instructional Hours			6
Suggested Learning Methods : Lecture/Tutorial			

IV	Foundation of the Mauryan Dynasty; Ashoka and His Dharma Polity Administration - Society Economy Religion Literature - Art and Architecture; Disintegration of the Mauryan Empire; Post-Mauryan Kingdoms - Indo-Greeks - Kushanas and Kanishka - Society Economy Literature Art and Architecture; The Satavahanas; Sangam Age Literary Development.	4	4 & 5
Instructional Hours			6
Suggested Learning Methods : Lecture/Tutorial			
V	Gupta Empire: A Brief Political Survey - Polity and Administration, Social and Economic Conditions, Agriculture and Land Grants - Feudalism, Caste System, Position of Women, Education, Literature, Science and Technology, Art and Architecture - Harshavardana and His Achievements.	4	5
Instructional Hours			6
Suggested Learning Methods : Lecture/Tutorial			
Total Hours			30
Text Books	<ol style="list-style-type: none"> 1. E.H. Carr, What is History? Penguin Books, England, 1990. 2. Majumdar, R.C., History and Culture of the Indian People, Vols. I, II & III. 3. Romila Thapar, Asoka and the Decline of the Mauryas, OUP, New Delhi, 1995. 4. Romila Thapar, Early India (From the earliest to AD 1300). 		
Reference Books	<ol style="list-style-type: none"> 1. Poonam Dalal : Ancient and Medieval India for UPSC & State Level Exam 		
Course designed by		Verified by Chairman	
S. Kavitha		Dr. R. Malathi	

Course Code	Title		
22U4VBOE06	Value Based Open Elective Course : Indian Knowledge System		
Semester: IV	Credits: 2	ESE: 50 Marks	
Course Objective	To make the students understand the knowledge system in India and apply it to their day to day life		
Course Category	Value Education		
Development Needs	National		
Course Description	This course will actively engage for spreading the rich heritage of our country and traditional knowledge in the field of Arts and literature, Agriculture, Basic Sciences, Engineering & Technology, Architecture, Management, Economics, etc		
Course Outcomes		Teaching Methods	
CO 1	Understand the History and an overview of Indian knowledge System.	Flipped Classroom	
CO 2	Interpret the Importance of Vedic Corpus and Philosophical System	Student Centric	
CO 3	Analyse the Foundational Concepts like Linguistics and and Number Systems.	Blended Mode	
CO 4	Interpret the concepts of Astronomy and Town Planning Architecture.	Flipped Classroom	
CO 5	Describe the Importance of Health, Wellness, Psychology and Administrative Governance	Case-Base	
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	Indian Knowledge System : An Introduction: Importance of Ancient Knowledge-Defining Indian Knowledge System –The Indian Knowledge System Corpus-A Classification Framework-History of Indian Knowledge System.	1	1
Instructional Hours			06
Suggested Learning Methods : Cooperative Learning			
II	The Vedic Corpus: Introduction to Vedas-The four Vedas. Philosophical System: Indian Philosophical System – Development and Unique Features-Vedic schools of Philosophy.	1	2 & 3
Instructional Hours			06
Suggested Learning Methods : Peer Learning			

III	<p>Linguistics: Component of a Language-Role of Sanskrit in Natural Language Processing.</p> <p>Mathematics: Unique Aspects of Indian Mathematics-Great Mathematicians and their Contributions-Arithmetic Calculations.</p>	1	5 & 8
Instructional Hours			06
Suggested Learning Methods : Group Learning			
IV	<p>Astronomy: Unique aspects of Indian Astronomy-Historical Development of Astronomy in India-Elements of the Indian Calendar</p> <p>Town Planning Architecture: Indian Architecture- A Historical Perspective –Town Planning-Unitary Building –Temple Architecture</p>	1	9 & 12
Instructional Hours			06
Suggested Learning Methods : Mind Mapping			
V	<p>Health, Wellness and Psychology: Ayurveda -Definition of Health-Tridosas-Relationships to Health-Disease-Disease Management-Yoga way of Life-Indian Approach to Psychology.</p> <p>Governance and Public Administration: Arthasastra Governance and Administration.</p>	1	13 & 14
Instructional Hours			06
Suggested Learning Methods : Case Studies			
Total Hours			30
Text Books	1. B.Mahadevan,Vinayak Rajat Bhat,Nagendra Pavana R.N , Introduction to Indian Knowledge System: Concepts and Applications, PHI Learning Private Limited,Delhi, 2022.		
Reference Books	1. Traditional Knowledge System in India by Amit Jha Atlantic publishers, 2002. 2. Traditional Knowledge System in India, by Amit Jha, 2009.		
Web. URLs	1. https://www.youtube.com/watch?v=LZP1StpYEPM 2. http://nptel.ac.in/courses/121106003/		
Course designed by		Verified by Chairman	
Dr. N. Saranya		Dr. K. Rajarajeshwari	

Course Code	Title		
22U4VBOE07	Value Based Open Elective Course : Principles of Intellectual Property Rights		
Semester: IV	Credits: 2	ESE: 50 Marks	
Course Objective	To make the students to recognize the importance of IP and to educate the pupils on basic concepts of Intellectual Property Rights. To learn the procedure of obtaining Patents, Copyrights, Trade Marks & Industrial Design		
Course Category	Entrepreneurship		
Development Needs	Global		
Course Description	The course is designed to provide comprehensive knowledge to students regarding the general principles of IPR, Concepts and Theories, Criticisms of Intellectual Property Rights, the registration process, and the International Regime Relating to IPR.		
Course Outcomes		Teaching Methods	
CO 1	Understand Intellectual Property Rights (IPR), its significance in promoting innovation and creativity, and the different types of IPRs.	Lecture	
CO 2	Equip with the knowledge to navigate the patent filing process effectively.	Tutorial	
CO 3	Comprehend the fundamentals of copyrights, their types, registration procedures, terms and remedies	Lecture	
CO 4	Narrate the trademarks, their rights, types, purpose, registration process, and the trademark landscape in India	Tutorial	
CO 5	Analyze the significance of geographical indications (GI) and the need for their protection, the relevant laws and regulations in India	Lecture	
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	Introduction to Intellectual Property Rights (IPR): Definition of IPR, Importance of IPR, Kinds of Intellectual property rights: Copy Rights, Patent, Trade Mark, Trade Secret and trade dress, Design, Layout Design, Geographical Indication, Plant Varieties and Traditional Knowledge, IPR in India and the world, IPR and WTO.	1	1,2
Instructional Hours			6
Suggested Learning Methods : Lecture/Tutorial			
II	Patent: Introduction to Patent, Patent Act 1970 and its amendments, Patentable and non-Patentable inventions, legal requirements for obtaining Patent, Registration Procedure of Patent, The role of Patentees and Different layers of the international patent system: National and International Patent filing procedures.	1	4
Instructional Hours			6
Suggested Learning Methods : Lecture/Tutorial			
III	Copyright: Introduction to Copyrights, Origin, and Definition & Types of Copyrights, Registration procedure, Assignment & license, Terms of Copyright, Piracy, Infringement, Remedies, Copyrights with special reference to software, Copyrights in India.	1	
Instructional Hours			6
Suggested Learning Methods : Lecture/Tutorial			

IV	Trademarks: Introduction to trademarks, Rights of trademark, Types of trademark, purpose, and function of a trademark, trademark protection, and trademark registration process, trademarks in India.	1	9
Instructional Hours			6
Suggested Learning Methods : Lecture/Tutorial			
v	Design: Introduction to Design, Registration of Design, Cancellation of Registration, International Convention on Design, functions of Design, Geo Graphical Indication: Introduction to Geo Graphical Indication, Why and how GI needs protection and GI laws, Indian GI act.	1	7,10
Instructional Hours			6
Suggested Learning Methods : Lecture/Tutorial			
Total Hours			30
Text Book	1. Intellectual Property Rights, Asha Vijay DurafeDhanashree K. Toradmalle, Wiley Publisher, 2022		
Reference Book	1. B.L. Wadera, Patents, trademarks, copyright, Designs and Geographical Judications.		
Web. URLs	1. https://dst.gov.in/sites/default/files/E-BOOK%20IPR.pdf		
Course designed by		Verified by Chairman	
Dr. K. Prathap Chandra		Dr. S. Saraswathi	

Course Code	Title		
22U4VBOE08	Value Based Open Elective Course : Science, Society and Culture		
Semester: IV	Credits: 2	ESE: 50 Marks	
Course Objective	To create awareness on Science, Indian Society and cultural heritage of our Country		
Course Category	Skill Development		
Development Needs	Global		
Course Description	Facilitate the awareness on Science in everyday life, Indian Society and Social empowerment, Democracy and Freedom of our Country. Ancient Civilization, cultural heritage and perceptions of Indian Culture		
Course Outcomes		Teaching Methods	
CO 1	Know the concepts of Science in our daily life and awareness about Scientific community	Lecture / Video Lessons / Model	
CO 2	Gain knowledge on Indian society and development of modern society	Lecture / Video Lessons	
CO 3	Learn about Indian social issues and awareness on our social laws	Lectures / Case study	
CO 4	Understand the Indian culture, diversity of culture and Traditional customs	Tutorial / Group Discussion	
CO 5	Comparison of ancient heritage and civilization of our country and follow them in our life	Lecture / Tutorial	
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	Common Science - Developments and their applications- effects in day to day Life - Achievements of Indians in Science and Technology. Awareness in the fields of IT, Space, Computers, Robotics, Nanotechnology and Biotechnology. Scientists of Ancient India, Science and Scientists of Medieval India, Scientists of Modern India. India's Policy in the Field of the Science, Policies and Reports related to Science-Innovative Technology Vision.	1	1
		Instructional Hours	6
Suggested Learning Methods : Video Lectures			
II	Social Behaviour - Salient features of our Society-Social diversity of India-Impact of globalization on Indian society. Social empowerment, Democracy and Freedom-Role of women and women's organization in the development of healthy society.	2	1
		Instructional Hours	6
Suggested Learning Methods : Video Tutorials			
III	National Integration – Communalism - Regionalism and Secularism – Problems relating to development and management of Social Sector-Services relating to Health, Education and Human Resources. Welfare schemes for vulnerable sections of the people-Performance of Centre and States schemes-Mechanisms-Laws,	2	1 & 2

	Institutions and Bodies constituted for the protection and development of vulnerable sections.		
Instructional Hours			6
Suggested Learning Methods : Group Discussion			
IV	South Asian Cultures -Indian culture-combination of several cultures-Indian philosophy-Religious culture-Family structure and marriage-Wedding rituals-Indian greetings-Indian foods- Festivals-Traditional clothing. Epics of India-Indian Arts and Music-Indian architecture and Sculptures-Indian Languages and Literature-Perceptions of Indian culture.	3	1
Instructional Hours			6
Suggested Learning Methods : Video Tutorials			
V	Ancient Civilization -Indus Valley Civilization-Harappa and Mohenjo-Daro civilization-Evolutions of early Buddhist Architecture-Advent in China-Ellora caves civilization-King Gupta's period of civilization-Vijayanagara inscriptions-Mohall's period of civilization-British culture.	4	2
Instructional Hours			6
Suggested Learning Methods : Online Tutorial			
Total Hours			30
Text Books	<ol style="list-style-type: none"> 1. Science, Culture and Society: Understanding Science in the 21st Century by Mark Erickson, Paperback – Illustrated, 2015. 2. Khanna, Indian Social order and Laws, Universities Press. 3. Choudhary, Social Protection Law Provisions and Procedure. 4. Indian Heritage systems-Universal Law Publishing Company. 5. Ancient Civilization of Indian sub-continent- Ancient Books. 		
Reference Books	<ol style="list-style-type: none"> 1. National integration and Secularism: Issues and Challenges, Regal Publications. 2. Ancient Culture of India: Issues and Concerns. 		
Web. URLs	<ol style="list-style-type: none"> 1. https://www.amazon.in/Science-Culture-Society-Understanding-Century-dp-0745662250/dp/0745662250/ref=dp_ob_title_bk. 2. https://iasscore.in/upsc-syllabus/indian-society/indian-society-mains. 3. https://www.worldhistory.org/india/ 		
Course designed by		Verified by Chairman	
Dr. K. Narayanasamy		Dr. M. Thangavel	

Course Code		Title	
22U4VBOE09		Value Based Open Elective Course : Community Engagement	
Semester: IV		Credits: 2	ESE: 50 Marks
Course Objective		This course serves as an introduction to community engagement, helping learners to explore methods of community involvement, change making process, and professionalism within the community.	
Course Category		Skill Development	
Development Needs		National	
Course Description		Apply the principles of communication for outreach to the diverse public, decision makers, and stakeholder groups.	
Course Outcomes			Teaching Methods
CO 1	Apply professional behavior when working with community organizations	Lecture/ Case Study	
CO 2	Investigate the complexity of problems related to community needs	Lecture/ Role Play	
CO 3	Design and conduct the phases of a community engagement process, using consensus building and relating to formal planning procedures.	Lecture/ Case Study	
CO 4	Recognize community interests, power dynamics, and conflict, and facilitate empowerment of excluded groups and negotiation	Lecture/ / Role Play	
CO 5	Direct cross-jurisdictional, inter-agency, inter-disciplinary, and multi-stakeholder collaboration.	Lecture/ Case Study	
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	Concept, Ethics and Spectrum of Community engagement, Local community, Rural culture and Practice of community engagement	3	2
Instructional Hours			6
Suggested Learning Methods : Seminar			
II	Rural Development Programs and Rural institutions, Local Administration and Community Involvement	2	3
Instructional Hours			6
Suggested Learning Methods : Role Play			
III	Stages, Components and Principles of community development, Utility of public resources. Social contribution of community networking, Various government schemes.	1	3
Instructional Hours			6
Suggested Learning Methods : Role Play			

IV	Community Engaged Research and Ethics in Community Engaged Research. PRA, Programmes of community engagement and their evaluation.	1	2
Instructional Hours			6
Suggested Learning Methods : Creative Art Assignments			
V	Rural Distress, Rural Poverty, Impact of Disasters on Migrant Laborers, Mitigation of Disaster.	2	1
Instructional Hours			6
Suggested Learning Methods : Community Participation Program			
Total Hours			30
Text Books	<ol style="list-style-type: none"> 1. Participatory Rural Appraisal, PRA Application in Rural Development Planning, R Ramesh 2. Introduction to Community Development, Theory, Practice, and Service-Learning, Gary Paul Green, Jerry W. Robinson, Jr, 2011, SAGE Publications 		
Reference Books	<ol style="list-style-type: none"> 1. Community-based participatory research: a capacity-building approach for policy advocacy aimed at eliminating health disparities. Am J Public Health. 2010 2. Achieving successful community engagement: A rapid realist review. BMC Health Services Research. 		
Web. URLs	<ol style="list-style-type: none"> 1. https://unnatbharatabhiyan.gov.in presentations 2. https://www.wellawareworld.org/ 		
Course designed by		Verified by Chairman	
T D Lidya		Dr. P. Nathiya	

Course Code	Title		
22U4VBOE10	Value Based Open Elective Course : Emotional Intelligence		
Semester: IV	Credits: 2	ESE: 50 Marks	
Course Objective	To enable the Students to understand the concepts of Emotional Intelligence, its models and components		
Course Category	Employability & Skill Development		
Development Needs	National & Global		
Course Description	Understanding the importance of Emotional Intelligence and build effective relationships		
Course Outcomes		Teaching Methods	
CO 1	Understand the Self-Awareness, Self-Management, Social Awareness and Relationship Management	Lecture/ Video Lectures	
CO 2	Discover personal competence and techniques of building emotional intelligence.	Lecture/ Role Play	
CO 3	Narrate the insights into establishing positive relationships	Lecture/ Peer Teaching	
CO 4	Understand the emotional intelligence and its importance	Lecture/ Role Play	
CO 5	Summarize the Self-Management Techniques	Lecture/ Group Discussion	
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	Fundamentals of Emotional Intelligence: Meaning Definition Nature and Significance Models of Emotional Intelligence-: Ability, Trait and Mixed Building blocks of emotional intelligence: Self-awareness, Self-Management, Social Awareness, and Relationship Management	1	1&2
Instructional Hours			6
Suggested Learning Methods : Video lectures			
II	Personal Competence: Meaning Definition Self Awareness: Observing and recognizing one's own feelings, Knowing one's strengths and areas of development. Self-Management: Managing emotions, anxiety, fear, and anger.	1	5&6
Instructional Hours			6
Suggested Learning Methods : Role Play			
III	Social Competence: Social Awareness: Others' Perspectives, Empathy and Compassion Relationship Management: Effective communication, Collaboration, Teamwork and Conflict Management	2	1&2
Instructional Hours			6
Suggested Learning Methods : Peer Teaching			

IV	Emotional Intelligence: Measurement and Development - Meaning Definition, Importance Measures of emotional intelligence Strategies to develop and enhance Emotional Intelligence	2	4&5
Instructional Hours			6
Suggested Learning Methods : Role Play			
V	Self-Management Techniques: Meaning Definition Techniques to regulate emotions such as Mindfulness, Conditioned relaxation response and Boundary setting Techniques of Relationship Management: Display of empathy, Effective Communication , Teamwork , Conflict resolution	2	6&7
Instructional Hours			6
Suggested Learning Methods : Group Discussion			
Total Hours			30
Text Books	<ol style="list-style-type: none"> 1. Bar-On, R., & Parker, J.D.A.(Eds.) (2000). The handbook of emotional intelligence. San Francisco, California: Jossey Bros. 2. Goleman, D. (2005). Emotional Intelligence. New York: Bantam Book. 3. Sternberg, R. J. (Ed.). (2000). Handbook of intelligence. Cambridge University Press. 		
Reference Books	<ol style="list-style-type: none"> 1. HBR's 10 Must Reads on Emotional Intelligence (2015) 2. HBR's 10 Must Reads on Managing Yourself (2011) 3. Self-Discipline: Life Management, Kindle Edition, Daniel Johnson. 		
Course designed by		Verified by Chairman	
Dr. R. A. Ayyapparajan		Dr. R. A. Ayyapparajan	

Course Code	Title		
22U4VBOE11	Value Based Open Elective Course : Fundamentals of Tourism		
Semester: IV	Credits: 2	ESE: 50 Marks	
Course Objective	To impart Knowledge on Tourism and its development in the economic growth and also to identify the tourist needs.		
Course Category	Employability		
Development Needs	Global		
Course Description	To enhance the students to get part in the tourism industry and to know about concepts of tourism.		
Course Outcomes		Teaching Methods	
CO 1	Understand tourism and its development	Direct Instruction	
CO 2	Analyse the Factors influencing the Travel Motivations.	Direct Instruction	
CO 3	Comprehend the Tourist Transport	Video Lessons	
CO 4	Understand the Tourist Accommodations	Direct Instruction	
CO 5	Apply the Travel Agency Operations	Video Lessons	
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	The Tourism Phenomenon: Definition – Tourism; Tour; Tourist; Visitor; Excursionist; Domestic; International; Inbound; Outbound; Destination. Growth of Tourism / Evolution / History of Tourism & Present status of tourism in India. Thomas Cook – Grand Circular Tour.	1	9, Key Terms
		Instructional Hours	6
Suggested Learning Methods : Lecture Based Learning			
II	Travel Motivations: Categories of Motivations: Physical Motivators, Cultural Motivators, Interpersonal Motivators, Status and prestige Motivators. Types of Tourism: Pleasure, relaxation, Rest and recreation, Health, Participation in Sports, Curiosity and Culture, Ethnic and Family, Spiritual and Religious, Professional or Business.	1	3
		Instructional Hours	6
Suggested Learning Methods : Group Learning Method			
III	Tourist Transport: Role of Transport in Tourism, Modes of Transport, Road Transport, Air Transport, Rail Transport, Sea Transport.	2	15
		Instructional Hours	6
Suggested Learning Methods : Group Learning Method			
IV	Tourist Accommodation: Definition, Types of Hotels, International Hotels, Resort Hotels, Commercial Hotels, Residential Hotels, Floating Hotels. Supplementary Accommodation: Motel, Youth Hostel, Camping Sites, Pension, Bed and Breakfast Establishment, Tourist Holiday Villages, Time and Resort Condominiums.	1	8
		Instructional Hours	6
Suggested Learning Methods: Group Learning Method			

V	Travel Agency: Products of Travel Agency, Classification of Travel Agency, Functions, Travel Related Business, International Travel Requirements, Travel Agency Operations.	3	2,3
Instructional Hours			6
Suggested Learning Methods: Lecture Based Learning			
Total Hours			30
Text Books	<ol style="list-style-type: none"> 1. A.K. Bhatia, Tourism Development: Principles & Practices, Sterling Publishers Pvt 2007. 2. A.K. Bhatia, International Tourism Management, Sterling Publishers Pvt 2012. 3. Jagmohan Negi, Travel Agency Operations Concepts and Principles, Kanishka Publishers and Distributors, 2003. 		
Reference Books	<ol style="list-style-type: none"> 1. Biswanth Gosh, Tourism & travel management, Vikas Publishing House, Second Edition, 2008. 2. Christopher Holloway, Business of tourism, Elsevier Publisher, Second Edition, 2006. 		
Course designed by		Verified by Chairman	
B. Tamil Selvan		B. Tamil Selvan	

Course Code		Title	
22U4VBOE12		Value Based Open Elective : Health Education	
Semester: IV		Credits: 2	ESE: 50 Marks
Course Objective		1. Acquire knowledge on different dimensions of health. 2. Inbuilt healthy life style practices	
Course Category		Value education	
Development Needs		Local	
Course Description		It provides knowledge on values and practices for healthy living	
Course Outcomes		Teaching Methods	
CO 1	Recall the importance of health education	Interactive session	
CO 2	Enlist the right choice of foods and dietary pattern	Interactive session	
CO 3	Identify methods to manage mental health issues	Activity based teaching	
CO 4	Practice effective personal health habits	Interactive session	
CO 5	Summarize the importance of environmental health for mankind	Interactive session	
Course Content		Instructional Hours /Week : 2	
Unit	Description	Text Book	Chapters
I	Health Education: Concept of health, Components of wellness, spectrum and determinants of health - Definition of health-health education-Aim, objective and principles of health education - Health services, Related Activity -Measuring the health attitudes of students	1	1
		Instructional Hours	6
Suggested Learning Methods: Group Activity			
II	Food and Health Basic 4, 5and7 food groups; functional food groups-energy yielding, body building and protective foods (only sources and functions), food pyramid, meal planning pattern, healthy eating pattern.Related Activity -Assessing dietary adequacy of students	3,4	1 & 1, 2
		Instructional Hours	6
Suggested Learning Methods: Peer learning			
III	Mental Health Meaning of mental health – importance of mental health-characteristics of emotionally healthy-Self esteem-Values and patterns in decision making- Mental health problem of adolescences – depression & stress -causes and management Related activity-Stress level assessment in students	1	6
		Instructional Hours	6
Suggested Learning Methods: Role play			

IV	Personal Health Definition of personal health- under nutrition and over nutrition -prevalence of life style disease-healthy lifestyle practices- personal hygiene-Importance of physical activities & exercise Related Activity -Analyzing the physical activity pattern of students	1	8
Instructional Hours			6
Suggested Learning Methods: Assignment			
V	Environment and Health Definition of environmental health, Biodiversity, climate change and biodiversity, environmental pollution-causes and consequences of air, water and soil pollution-Food contamination and consequences Related Activity-Group discussion on case studies	2	5,8
Instructional Hours			6
Suggested Learning Methods: Group Discussion			
Total hours			30
Text Books	<ol style="list-style-type: none"> 1. Anspaugh (2001), Teaching Today's Health, Library of Congress Cataloging, 6th Edition, US 2. Tyler Miller (2006), Environmental Science, Cengage learning India private ltd 3. Srilakshmi (2010), Dietetics, New age International private limited, New Delhi 4. Srilakshmi (2010), Food Science, New age International private limited, New Delhi 		
Reference Books	<ol style="list-style-type: none"> 1. Howley & Don Franus(B) (2003) Health Fitness Instructor's Handbook. Human Kinetics publication. 2. Ramachandran. L. Dharmalingam. T (1993) Health Education India. Vikas publishing House Private Limited 		
Journals	<ol style="list-style-type: none"> 1. Health education 		
Course designed by		Verified by Chairman	
Dr. A. Swarnalatha		Dr. A. Swarnalatha	

Course Code	Title		
22U4VBOE13	Value Based Open Elective Course : Media and Politics		
Semester: IV	Credits: 2	ESE: 50 Marks	
Course Objective	To Impart knowledge of understanding the media and politics		
Course Category	Skill Development		
Development Needs	Global		
Course Description	This course examines how media and political institutions interact to shape public thinking and debates around social problems.		
Course Outcomes		Teaching Methods	
CO 1	Understand the basic idea of media and Politics	Lecture and Demonstration	
CO 2	Summarize the political stance of media.	Lecture	
CO 3	Apply the Skills on writing political news.	Lecture and Demonstration	
CO 4	Evaluate the various characteristics of media Organization.	Video Lectures	
CO 5	Apply the mass media influences as individuals, groups, and society in political contexts	Discussion	
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	Media – Meaning and importance. Role of media in Society Political Communication – Mass Media politics and Society- Cinema and political manifestation. Social media and Political narration	1	1
Instructional Hours			06
Suggested Learning Methods : Learning by Teaching			
II	Characteristics of Modern Mass Media: Print and Electronic Media – Political economy and Ownership	2	2
Instructional Hours			06
Suggested Learning Methods : Active Learning			
III	Political Economy - State ownership versus private ownership of mass media – Consequences of private and public- Media ownership pattern Government Regulation – Monopoly- Media content and its Censorship.	1	2
Instructional Hours			06
Suggested Learning Methods : Group Learning			
IV	Public Opinion- The relationship between the mass media and public sphere- Political manipulation of media content- the impact of mass media on global political processes.	3	3
Instructional Hours			06
Suggested Learning Methods : Visual Learning			

V	Political effects of Mass Media: Individual- group- and Society Public- making public opinion- Setting of Political agenda- Political Socialization- Political mobilization	2	4
Instructional Hours			06
Suggested Learning Methods : Case study based Learning			
Total Hours			30
Text Books	<ol style="list-style-type: none"> 1. Lowe, L. (2016). The Definitive Guide to Creative Writing and Media Productions. United States: Xlibris UK. 2. Marshall, C. (2018). Writing for Social Media. United Kingdom: BCS Learning & Development Limited. 3. Cain, S., Batty, C. (2016). Media Writing: A Practical Introduction. United Kingdom: Palgrave Macmillan. 		
Reference Books	<ol style="list-style-type: none"> 1. Mencher, Melvin."Basic News Writing" Universal Bookstall, New Delhi.1993. 2. Sreenivas Rao. Academic Book Centre, Ahmedabad. 1981. 3. Barnard, J. (2019). The Multimodal Writer: Creative Writing Across Genres and Media. United Kingdom: Bloomsbury Academic. 4. Kuehn, S. A., Lingwall, J. A. (2016). The Basics of Media Writing: A Strategic Approach. United States: SAGE Publications. 		
Web. URLs	<ol style="list-style-type: none"> 1. https://www.bing.com/videos/ 		
Course designed by		Verified by Chairman	
K. Baiju Paul		K. Baiju Paul	

Course Code		Title		
22U4VBOE14		Value Based Open Elective : Positive Psychology and Work Life		
Semester: IV		Credits: 2	ESE: 50 Marks	
Course Objective		To bring an experience marked by predominance of positive emotions and informing them about emerging paradigm of Positive Psychology		
Course Category		Skill Development		
Development Needs		National		
Course Description		Build relevant competencies for experiencing and sharing happiness as lived experience and its implications		
Course Outcomes			Teaching Methods	
CO 1	Understand the realities of Psychology and Work life		Lecture/ Case Study	
CO 2	Insight on origin and development of Positive Psychology		Lecture/ Role Play	
CO 3	Reveal the knowledge about phases of Positive Psychology		Lecture/ Case Study	
CO 4	Perceptiveness about Happiness in Psychology and its Traits		Lecture/ Role Play	
CO 5	Furnish the specific skills and techniques for working with Trust and Companionship		Lecture/ / Role Play	
Course Content			Instructional Hours / Week : 2	
Unit	Description		Text Book	Chapters
I	Introduction to Positive Psychology : Positive Psychology: Concept, History, Nature, Dimension and scope of Positive Psychology Seligman's PERMA		3	1
			Instructional Hours	6
Suggested Learning Methods : Seminar				
II	Positive Emotional States and Processes, Positive Emotions and well being: Hope & Optimism, Love, The Positive Psychology of Emotional Intelligence, Influence of Positive Emotions		2	3
			Instructional Hours	6
Suggested Learning Methods : Role Play				
III	Strengths and Virtues : Character Strengths and Virtues Resilience in the phase of challenge & Loss, Empathy and Altruism		1	3
			Instructional Hours	6
Suggested Learning Methods : Role Play				
IV	Happiness : Introduction to Psychology of happiness, well being and scope, Types of happiness- Eudaimonic and Hedonic History of Happiness, Theories, Measures and Positive correlates of happiness, Traits associated with Happiness, Setting Goals for Life and Happiness		3	2
			Instructional Hours	6
Suggested Learning Methods : Creative Art Assignments				

V	Forgiveness and Gratitude : Forgiveness and Gratitude , Personal transformation and Role of suffering , Trust and Compassion	1	3
Instructional Hours			6
Suggested Learning Methods : Community Participation Program			
Total Hours			30
Text Books	<ol style="list-style-type: none"> 1. Argyle, M. 1987. <i>The psychology of happiness</i>. London: Methuen. 2. Carr, Alan (2007). <i>Positive Psychology: The science of human happiness and human strengths</i>. Routledge, Taylor and Francis Group-London. 3. Csikzentmihalyi, Mihaly (1990) <i>Flow: The Psychology of Optimal Experience</i>, Harper Perennial. 3. Garcia,Hector., & Mirrales. Francesc.(2017) <i>IKIGAI-The Japanese Secret to a Long and Happy Life</i>, Hutchinson London. 		
Reference Books	<ol style="list-style-type: none"> 1. Frankl, Viktor E. (1988). <i>The Will to Meaning: Foundations and Applications of Logotherapy</i>. Meridian/Plume 2. Frankl, Viktor E. (2000) <i>Man's Search for Ultimate Meaning</i>, Basic Books. 3. Snyder, C. R., & Lopez, S. J., & Pedrotti, J. T (2011) <i>Positive Psychology: The Scientific and Practical Explorations of Human Strengths</i>, Sage Publications India Pvt Ltd. 		
Course designed by		Verified by Chairman	
K. Merlin		Dr. P. Nathiya	

Course Code	Title		
22U4VBOE15	Value Based Open Elective Course : Professional Ethics		
Semester: IV	Credits: 2	ESE: 50 Marks	
Course Objective	Students will understand the importance of Values and Ethics in their personal lives and Professional careers		
Course Category	Employability & Skill Development		
Development Needs	National & Global		
Course Description	Understanding the importance of maintaining Professional Ethics and build effective career.		
Course Outcomes		Teaching Methods	
CO 1	Understand the basic purpose of Profession	Lecture	
CO 2	Summarize the Professional Rights And Responsibilities	Lecture/ Peer Teaching	
CO 3	Apply the various Roles in Applying Ethical Principles at Various Professional Levels	Lecture/ Case Study	
CO 4	Professional Ethical Values and Contemporary Issues	Lecture/ Role Play	
CO 5	Excelling in Competitive and Challenging Environment to Contribute to Industrial Growth.	Lecture/ Group Discussion	
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	Introduction to Professional Ethics: Meaning Definition Basic Concepts Governing Ethics, Personal & Professional Ethics, Life Skills, Emotional Intelligence Profession and professionalism, Professional Associations, Professional Risks, Professional Accountabilities, Professional Success, Ethics and Profession.	1	1&2
Instructional Hours			6
Suggested Learning Methods : Video lectures			
II	Basic Theories: Basic Ethical Principles, Moral Developments, Deontology Virtue Theory, Rights Theory, Casuist Theory, Moral Absolution, Moral Rationalism, Moral Pluralism Ethical Egoism, Feminist Consequentialism, Moral Issues, Moral Dilemmas, Moral Autonomy	1	5&6
Instructional Hours			6
Suggested Learning Methods : Mini Case Analysis			

III	Professional Practices: Professions and Norms of Professional Conduct, Norms of Professional Conduct vs. Profession Responsibilities, Obligations and Moral Values in Professional Ethics, Professional codes of ethics The Centrality of Responsibilities of Professional Ethics; lessons from 1979 American Airlines DC-10 Crash and Kansas City Hyatt Regency Walk away Collapse.	2	1&2
Instructional Hours			6
Suggested Learning Methods : Group Discussion			
IV	Ethics in changing domains of Research: The US government wide definition of research misconduct, research misconduct distinguished from mistakes and errors, recent history of attention to research misconduct The emerging emphasis on understanding and fostering responsible conduct, responsible authorship, reviewing & editing.	2	4&5
Instructional Hours			6
Suggested Learning Methods : Role Play			
V	Global issues in Professional Ethics: Introduction – Current Scenario, Technology Globalization of MNCs, International Trade, World Summits, Issues Business Ethics and Corporate Governance, Sustainable Development Ecosystem, Energy Concerns, Ozone Deflection, Pollution, Ethics in Manufacturing and Marketing Media Ethics; War Ethics; Bio Ethics, Intellectual Property Rights	2	6&7
Instructional Hours			6
Suggested Learning Methods : Group Discussion			
Total Hours			30
Text Books	<ol style="list-style-type: none"> 1. Professional Ethics: R. Subramanian, Oxford University Press, 2015. 2. Ethics in Engineering Practice & Research, Caroline Whitbeck, 2e, Cambridge University Press, 2015 		
Reference Books	<ol style="list-style-type: none"> 1. Business Ethics concepts & Cases: Manuel G Velasquez, 6e, PHI, 2008 		
Course designed by		Verified by Chairman	
Dr. R. A. Ayyapparajan		Dr. R. A. Ayyapparajan	

Course Code	Title		
22U4VBOE16	Value Based Open Elective Course : The Science of Happiness		
Semester: IV	Credits: 2	ESE: 50 Marks	
Course Objective	To explore the key elements of happiness at work and strategies to cultivate joy, well-being, and productivity in the workplace, relationship between happiness and various work-related factors, such as efficiency, creativity, innovation, work-life balance, and making a difference for others.		
Course Category	Skill Development		
Development Needs	Global		
Course Description	To create a positive work environment and promote happiness for themselves and others.		
Course Outcomes		Teaching Methods	
CO 1	Understand the Happiness as a Scientific Construct	Lecture Method	
CO 2	Apply the Theories and Models of Well-being	Flipped Teaching	
CO 3	Demonstrate the Individual Factors and Happiness	Lecture Method	
CO 4	Analyze the Social and Environmental Factors in Happiness	Lecture Method	
CO 5	Apply Happiness and Work Efficiency	Flipped Teaching	
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	Introduction to Happiness as a Scientific Construct Defining happiness and its importance in individual and societal well-being, Overview of subjective well-being and its components - life satisfaction, positive emotions, and negative emotions, Exploration of cultural variations in happiness and its measurement	1	1
		Instructional Hours	6
Suggested Learning Methods : Group Discussion			
II	Theories and Models of Well-being Prominent theories of well-being - hedonic well-being, eudemonic well-being, PERMA model. Role of factors - autonomy, meaning, and engagement in happiness. Strengths and limitations of different well-being models	1	2
		Instructional Hours	6
Suggested Learning Methods : Group Discussion			
III	Individual Factors and Happiness Personality traits - optimism, resilience and their influence on happiness. Role of genetics and biological factors in determining happiness levels. Examination of personal values, goals, and self-esteem and their impact on subjective well-being	1	3
		Instructional Hours	6
Suggested Learning Methods : Group Discussion			

IV	Social and Environmental Factors in Happiness Importance of social relationships and social support in promoting happiness. Influence of social comparison, social norms, and cultural factors on well-being. Impact of environmental factors - access to nature, quality of living conditions on happiness.	1	4
Instructional Hours			6
Suggested Learning Methods : Group Discussion			
V	Happiness and Work Efficiency Impact of happiness on work efficiency and productivity, strategies for managing daily hassles and reducing stress in the workplace, link between happiness and creativity in the workplace, Strategies for fostering a creative and innovative work environment	1	5
Instructional Hours			6
Suggested Learning Methods : Group Discussion			
Total Hours			30
Text Books	1. Susan A. David, Ilona Boniwell, and Amanda Conley Ayers; The Oxford Hand book of Happiness.		
Reference Books	1. Achor, S. (2010). The happiness advantage: The seven principles of positive psychology that fuel success and performance at work. Random House. 2. Lyubomirsky, S. (2008). The how of happiness: A scientific approach to getting the life you want. Penguin. 3. Diener, E., & Seligman, M. E. P. (2002). Very happy people. Psychological Science, 13(1), 81-84.		
Web. URLs	1. https://onlinecourses.nptel.ac.in/noc23_hs06/preview		
Course designed by		Verified by Chairman	
Dr. S. Balaji		Dr. K. Rajarajeshwari	

Course Code	Title		
23U3BMC512	Core Paper: XII – Investment Analysis and Portfolio Management		
Semester: V	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(Common to BBA AV / CA / IB / LOGISTICS)			
Course Objective	To enable the students to acquire knowledge of Investment Management.		
Course Category	Employability		
Development Needs	National		
Course Description	Security Analysis – Fundamental Analysis- Economic, Industry and Company		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Demonstrate a Basic understanding of Investment and Shares	Lecture/ Case Study	Assignment
CO2	Exhibit the Acquaintance of the Securities Market	Lecture/ Role Play	Seminar
CO3	Measure the Risk and Return of a Portfolio Position	Lecture/ Peer Teaching	Seminar
CO4	Understanding the Security and Technical Analysis Portfolio Management	Lecture/ Role Play	Assignment
CO5	Analyse the Market Risk and Predict the Future Market.	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	Concept of Investment - Important - Alternate Forms of Investment Types of Shares - Important Share Patterns -Government Securities-Mutual Fund Schemes-Post Office Schemes-Provident Fund-Company Deposits-Real Investment in Shares and Debentures-Comparison with Other Forms of Investment	1	1
Instructional Hours			15
Suggested Learning Methods:Video lectures			
II	Primary Market- Role of NIM Mechanics of Floating New Issues Secondary Market - Function Mechanics of Security Trading-OTCEI-NSE Futures & Options.	1	3
Instructional Hours			15
Suggested Learning Methods :Mini Case Analysis			
III	Risk: Kinds-Measures of Risk>Returns. Valuation of Securities : Valuation of Bonds, Debentures – Valuation Preference and Equality Shares.	2	5
Instructional Hours			15
Suggested Learning Methods : Group Discussion			

IV	Security analysis: Fundamental Analysis: Economic, Industry and Company Analysis Technical analysis: Dow theory- NSE, BSE, Chart Patterns, Risk Measurement Techniques.		2	8									
Instructional Hours				15									
Suggested Learning Methods : Role Play													
V	Efficient Market theory: Random Walk Theory-weak form-semi strong form Portfolio Analysis: Markowitz theory-optimum portfolio.		2	9									
Instructional Hours				15									
Suggested Learning Methods : Group Discussion													
Total Hours				75 Hrs									
Text Books	1. Ranganathan, M., &Madhumathi, R, Investment Analysis and Portfolio Management . New Delhi: Pearson Education, 2006. 2. Prasanna Chandra, Investment Analysis and Portfolio Management , Tata McGraw Hill Publication,4 th edition, 2012.												
Reference Books	1. Punithavathy Pandian, Security Analysis and Portfolio Management , Vikas Publishing House, 2012. 2. S. Kevin, Security Analysis and Portfolio Management , PHI Publications, 2015.												
Web. URLs	1. https://nptel.ac.in/courses/110105035 2. https://onlinecourses.nptel.ac.in/noc23_mg62/preview												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Case Study	Assignment	Seminar	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO 2	PSO 3	PSO4	PSO5
CO1	H	M	M	M	M	-	M	M	H	M	H	H	M
CO2	M	H	-	M	M	-	M	M	M	H	M	M	-
CO3	M	M	-	M	H	-	M	M	H	-	M	M	M
CO4	H	H	M	H	M	-	M	M	H	M	M	M	M
CO5	H	M	-	M	M	-	M	H	H	M	M	M	M
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. S. Jesintha							Dr. R. A. Ayyapparajan						

Course Code	Title		
23U3BMC513	Core Paper: XIII - Financial Management		
Semester: V	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(Common to BBA AV / CA / IB / LOGISTICS)			
Course Objective	To enable the students to understand the theories and the working methods of Financial Management		
Course Category	Employability		
Development Needs	National		
Course Description	An introduction to Financial Function, Fund management, Working Capital Management and Capital Budgeting		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Understand the concepts of Financial Management and Financial Function	Lecture/ Quiz	Assignment
CO2	Identify the sources of funds and Computation of Cost of Capital	Lecture/ Quiz	Seminar
CO3	Analyse the determinants of Dividend Policy and Computation of EBS and EBIT	Lecture/ Assignment	Seminar
CO4	Develop knowledge in Working Capital Management	Lecture/ Peer Teaching	Case Study
CO5	Analyse the different methods of Capital Budgeting	Lecture/ Assignment	Case Study
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	Financial Management: An Overview – Introduction – Meaning : Importance; Objectives of Financial Management Finance Function: Meaning; Scope of Finance Function; Aims and approaches of finance function	1	1
Instructional Hours			15 Hrs
Suggested Learning Methods : Quiz			
II	Funds Management: Sources of Finance: Short term: Medium term; Long Term: Innovative sources of Finance. Cost of Capital; Determinants of cost of Capital - Computation of Cost of Capital: Cost of Preference share capital – Cost of Equity Share Capital – Cost of Retained Earnings – Weighted average cost of Capital – Ratio Analysis – Types of Ratios	1	16,20
Instructional Hours			15 Hrs
Suggested Learning Methods : Quiz			
III	Net Income Approach: Net Operating Income Approach; Traditional Approach; Modigliani and miller approach – Dividend policy: Determinants of dividend policy: Approaches to dividend policy - Computation of EBS and EBIT – Computation of	1	17

	Operating Leverage; Financial Leverage; working capital leverage (Problem)												
Instructional Hours			15 Hrs										
Suggested Learning Methods : Assignment													
IV	Working capital Management: Concept of working capital; Sources of Working Capital: Kinds of working capital - Receivables Management; Meaning: Cost of maintaining receivables: Factors influencing the size of Receivables: Dimensions of Receivables.		1	22 & 23									
Instructional Hours			15 Hrs										
Suggested Learning Methods : Mini Case Analysis													
V	Capital Budgeting: Needs and importance of capital budgeting- Process of Capital Budgeting – kinds of capital budgeting decisions Method of Capital budgeting: Traditional Method; Time Adjusted Method (Problem)		1	32									
Instructional Hours			15 Hrs										
Suggested Learning Methods : Mini Case Analysis													
Total Hours			75 Hrs										
Text Books	<ol style="list-style-type: none"> Shashi.K.Gupta and Sharma.R.K, Financial Management, Kalyani Publisher, Ludhiana, 6th Revised Edition, 2015. Khan.M.Y, Jain.P.K, Financial Management, Tata MC Graw-hill Publishing company Ltd, 5th edition, 2017. 												
Reference Books	<ol style="list-style-type: none"> Prasanna Chandra, Financial Management Theory and Practice, Tata McGraw hill Publishing Company Ltd, New Delhi, 9th Edition, (2017). 												
Web. URLs	<ol style="list-style-type: none"> https://onlinecourses.nptel.ac.in/noc21_mg06/preview https://onlinecourses.swayam2.ac.in/cec20_mg05/preview 												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	Case Study	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	-	-	-	-	-	-	M	-	M	-	-	-
CO2	M	-	-	-	M	-	M	-	-	H	M	M	-
CO3	-	-	-	-	H	-	-	M	-	H	-	M	-
CO4	-	M	-	-	-	-	-M	H	M	-	-	M	-
CO5	H	-	-	-	-	-	-	M	-	M	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. V. Sudha							Dr. R. A. Ayyapparajan						

Course Code	Title		
23U3BMC514	Core Paper: XIV – Human Resource Management		
Semester: V	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(Common to BBA AV / CA / IB / LOGISTICS)			
Course Objective	Enable the Students to acquire knowledge in the Concepts and Practices of Human Resource Management.		
Course Category	Employability		
Development Needs	National		
Course Description	An introduction to Human Resource Management involved in Manpower Planning, Performance Appraisal, Compensation Administration and International Human Resource Management		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Understand the functions of HR Department and role of HR Managers	Lecture/ Role Play	Seminar
CO2	Identify the Human Recourse Requirement and Select Suitable Work force.	Lecture/ Assignment	Group Discussion
CO3	Evaluate the performance of Human Resource and develop suitable Career Planning Programs.	Lecture/ Peer Teaching	Seminar
CO4	Conduct HR Audit and Frame sound Compensation Policy	Lecture/Inquiry Based Learning	Case Study
CO5	AnalyzeHRM in a Global perspective and employ e-HRM	Lecture/ Group Discussion	Case Study
Offered by	Business Administration		
Course Content	Instructional Hours / Week : 4		
Unit	Description	Text Book	Chapters
I	Human Resource Management Introduction, Meaning Concept and Evolution of HRM , HR Strategies,Functions of HR Department – The Role of HR manager- Organization of personnel department	1	1
Instructional Hours			12 Hrs
Suggested Learning Methods:Role Play			
II	Manpower planning- Job description, Job analysis, Role analysis, Job specification - Recruitment & Selection - Meaning, Steps, Process Training and development – Types of training – Process	1,2	4,8
Instructional Hours			12 Hrs
Suggested Learning Methods :Video lectures on Corporate Training			
III	Performance Appraisal- Types –Process - Promotion -Meaning and Importance – Seniority Vs Merit –Demotion Job Evaluation and Merit Rating	2	11,14
Instructional Hours			12 Hrs
Suggested Learning Methods : Activity Based Learning			

IV	Compensation administration- Employee welfare - Social security- Safety and Health- Job stress – HR Audit – Meaning , Objective & Importance		3	6									
Instructional Hours				12 Hrs									
Suggested Learning Methods : Flipped Classroom													
V	International Human Resource Management- Challenges in Human Resource Management E-HRM- Empowering employees – Business case study		3	6									
Instructional Hours				12 Hrs									
Suggested Learning Methods : Mini Case Analysis													
Total Hours				60 Hrs									
Text Books	1. Memoria C. B., Personnel Management, Himalaya publications, New Delhi, 2011 2. V. S. P. Rao, Human Resource Management, Excel publishers, New Delhi, 2016												
Reference Books	1. K. Aswathappa, Human Resource Management, Tata McGraw Hill publication, New Delhi, 2013 2. David A. Decenzo, Stephen P. Rabins and Suson L. Verhulst, Human Resource Management, Wiley, 11th Edition, 2016.												
Web. URLs	1. https://onlinecourses.nptel.ac.in/noc20_mg15/preview 2. https://onlinecourses.nptel.ac.in/noc19_mg51/preview												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Group Discussion	Seminar	Case Study	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	-	-	H	M	M	H	-	H	H	-	-
CO2	H	-	-	-	M	H	M	M	-	H	M	M	-
CO3	-	-	-	-	H	M	-	M	-	M	M	-	-
CO4	M	-	-	-	M	H	M	M	-	M	-	-	-
CO5	M	-	-	-	-	M	M	H	H	M	H	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. C. Hariharasudhan							Dr. R. A. Ayyapparajan						

Course Code	Title		
23U3BCC515	Core Paper: XV – Computer Networks		
Semester: V	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(BBA COMPUTER APPLICATIONS)			
Course Objective	On successful completion of this course, the students must comprehend Concepts of Computer networks are organized with the concept of layered approach.		
Course Category	Employability		
Development Needs	National		
Course Description	Able to develop RDBMS and Oracle 5 applications.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Illustrate the usage of computer networks and functions of each layer in OSI and TCP/IP	Lecture/ Case Study	Assignment
CO 2	Implications of Physical layer, and apply them in real time applications.	Lecture/ Role Play	Seminar
CO 3	Design of Data link layer	Lecture/ Peer Teaching	Seminar
CO 4	Design of network link layers and generate IP Address	Lecture/ Role Play	Assignment
CO 5	Design of transport layer and Protocols needed for end –end delivery of packets Role of layer in real time applications	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	Introduction – Uses of Computer Networks – Network Hardware- Network Software OSI Reference Model – TCP/IP Reference Model.	1	1 & 2
Instructional Hours			12
Suggested Learning Methods: Video lectures			
II	Physical Layer – Guided Transmission media – Wireless Transmission – Public switched Telephone Network –Local Loop – Trunks – Multiplexing- Switching.	1	3 & 4
Instructional Hours			12
Suggested Learning Methods : Video lectures			
III	Data Link Layer – Design Issues- Error Detection and Correction- Simplex Stop and Wait Protocol- Sliding Window Protocol.	1	4 & 5
Instructional Hours			12
Suggested Learning Methods : Video lectures			
IV	Network Layer – Design Issues – Routing Algorithm- IP Protocol – IP Addresses Internet Control Protocols.	1	6 & 7
Instructional Hours			12
Suggested Learning Methods : Video lectures			

V	Transport Layer: Addressing- Connection Establishment-Connection Release. Internet Transport Protocol: UDP-TCP. Application Layer: DNS-Electronic Mail- World Wide Web.						1	8 & 10					
Instructional Hours												12	
Suggested Learning Methods : Video lectures													
Total Hours												60 Hrs	
Text Books		<ol style="list-style-type: none"> Andrew S. Tanenbaum, "Computer Networks", Fourth Edition, 2008, PHI. Behrouz and Forouzan, "Data Communication and Networking", Third Edition, 2006, TMH Tanenbaum, A. S. (2004). Computer Networks. Pearson Education 											
Reference Books		<ol style="list-style-type: none"> Couch Digital and Analog communication systems, MacMillan publishing Co, 1990. William Stallings , Data and Computer Communications, MacMillan Publishing Co, second edition 											
Web. URLs		<ol style="list-style-type: none"> https:// javatpoint.com/computer-network-tutorial https://www.tutorialspoint.com/computer_fundamentals/computer_networking.html 											
Tools for Assessment (25 Marks)													
CIA I		CIA II		CIA III		Seminar		Assignment		Group Discussion		Total	
5		5		6		3		3		3		25	
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	-	M	-	H	H	L	-	H	M	-	-	-
CO2	H	M	L	H	-	-	M	H	M	M	M	-	-
CO3	H	M	-	M	L	M	M	-	H	-	L	M	-
CO4	M	H	M	M	M	-	L	M	H	M	H	-	H
CO5	H	M	L	-	L	M	M	M	M	-	M	-	H
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. A. Sherin							Dr. R. A. Ayyapparajan						

Course Code	Title		
23U3BMA504	Allied Paper: IV- Business Research Methods		
Semester: V	Credits: 3	CIA: 20 Marks	ESE: 55 Marks
(Common to BBA AV / CA / IB / LOGISTICS)			
Course Objective	To enable, the students to demonstrate Knowledge and understanding of data collection, Data analysis and interpretation in relation to the research process and Research report preparation.		
Course Category	Employability		
Development Needs	National		
Course Description	An introduction to the understand the fundamental theoretical ideas and logic of research.		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Understand Different Types of Research and Formulate the Research Problem	Lecture/ Case Study	Assignment
CO2	Know about Types of Data Collection and Measurement of Scaling Technique	Lecture/ Role Play	Seminar
CO3	Understand and Apply Various Tests of Significance	Lecture/ Peer Teaching	Seminar
CO4	Write a Research Report	Lecture/ Role Play	Assignment
CO5	Knowledge about Marketing Research.	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	Research - Definition - Importance - Advantages and Limitations – Research process – Problem Design of Research - Types of Design - Sampling process and selection - Sample types -Sample size and sampling errors.	1	1,3,4
Instructional Hours			12
Suggested Learning Methods : Video lectures			
II	Data Collection - Methods - Tools - Questionnaire – Interview Schedule - Kinds of Data Scaling Technique: Attitude measurement – Editing –Coding - Tabulation	1	5,6,7
Instructional Hours			12
Suggested Learning Methods : Video lectures			
III	Statistical Data Analysis - Hypothesis - Sources, formulation and testing of Hypothesis - Z test, T test (Theory Only) Chi-square test - Basics of Parametric and Non-Parametric test (Theory Only)	1	9,10
Instructional Hours			12

Suggested Learning Methods : Case Study													
IV	Interpretation and Report writing - Steps in writing reports - Layout of report, types, and principles of report writing – Graphical representation of results									1	14		
Instructional Hours										12			
Suggested Learning Methods : Case Study													
V	Product Research- Price research, Motivation Research Promotion Research - Distribution research – Sales control research - Media research.									2	17,19,21		
Instructional Hours										12			
Suggested Learning Methods : Video lectures													
Total Hours										60 Hrs			
Text Books	1. C. R. Kothari and Gaurav Garg: Research Methodology Methods and Techniques , New Age International (P) limited, New Delhi, 2 nd Edition, 2020. 2. S. Sumathi P Saravanavel: Marketing Research & Consumer Behavior , Vikas Publishing, New Delhi, 1 st Edition, 2009.												
Reference Books	1. Boyd and Westfall, Marketing Research , McGraw-Hill Professional Publishing, 9 th Edition, New Delhi, 2009. 2. Emma Bell, Alan Bryan and Bill Harley Business Research Methods , (Fifth Edition), Oxford University Press. 2019.												
Web. URLs	1. https://www.classcentral.com/course/swayam-business-research-methods-19811 2. https://onlinecourses.nptel.ac.in/noc22_ge08/preview												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Seminar	Assignment	Mini Project	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	-	M	H	M	M	H	-	-	M	M	M
CO2	H	H	M	M	M	-	H	H	M	-	-	-	-
CO3	H	-	-	M	M	-	M	M	-	-	-	-	M
CO4	H	M	M	-	M	-	-	M	M	-	-	-	M
CO5	H	M	M	M	M	-	M	M	M	-	-	-	M
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. T. Sudha							Dr. R. A. Ayyapparajan						

Course Code	Title		
23U3BME501	Discipline Specific Elective Paper: I (A) – Intellectual Property Rights		
Semester: V	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(BBA AV / CA / IB / LOGISTICS)			
Course Objective	To make the students aware of their rights for the protection and knowledge of patents, copy right, Trademarks.		
Course Category	Employability		
Development Needs	National		
Course Description	To understand the concept of Intellectual Property Rights		
Course Outcomes			
CO 1	Understand basic concepts and need of IPR		
CO 2	Learn the practical aspects of registration of patents		
CO 3	Understand the patent Act of India and International treaties		
CO 4	Compare cyber law and IPR		
CO 5	Analyse the infringement of IPRs		
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	Introduction to IPRs, Basic concepts and need for Intellectual Property – Patents, Copyrights, Geographical Indications, IPR in India and Abroad – Development Nature of Intellectual Property, Industrial Property, technological Research, Inventions and Innovations –Important Examples of IPR	1	1&2
Instructional Hours			12
Suggested Learning Methods:Video Lecture			
II	Meaning and Practical aspects of registration of copy Rights- Trademarks-Patents - Geographical Indications – Trade Secrets and Industrial Design registration in India and Abroad	1	4
Instructional Hours			12
Suggested Learning Methods : Video Lecture			
III	International Treaties and Conventions on IPRs-TRIPS Agreement-PCT Agreement Patent Act of India-Patent Amendment Act-Design Act, Trademark Act-Geographical Indication Act.	1	5,6
Instructional Hours			12
Suggested Learning Methods : Video Lecture			
IV	Digital Innovations and Developments as Knowledge Assets-IP Laws, Cyber Law and Digital Content Protection Unfair Competition – Meaning and Relationship between Unfair Competition and IP Laws – Case Studies	2	5
Instructional Hours			12

Suggested Learning Methods : Video Lecture														
V	Infringement of IPRs, Enforcement Measures - Emerging issues - Case Studies								2	7				
Instructional Hours												12		
Suggested Learning Methods : Video Lecture														
Total Hours												60 Hrs		
Text Books	1. Vinod.V.Sople, Managing Intellectual Property, Prentice Hall of India pvt Ltd, Fifth Edition 2016. 2. Law relating to Intellectual Property Rights Paperback, by V K Ahuja, Lexis Nexis; Third edition, 2017.													
Reference Books	1. Deborah E.Bouchoux, —Intellectual Property: The Law of Trademarks, Copyrights, Patents and Trade Secrets, Cengage Learning, Third Edition, 2013.													
Tools for Assessment (25 Marks)														
CIA I	CIA II	CIA III	Case Study					Seminar	Assignment	Total				
5	5	6	3					3	3	25				
Mapping														
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	M	-	-	M	-	L	-	M	-	-	H	-	-	
CO2	H	M	-	-	-	M	H	M	-	-	M	-	-	
CO3	M	M	M	-	-	L	M	-	-	M	-	M	-	
CO4	L	-	H	M	M	H	-	-	-	H	M	M	M	
CO5	M	-	-	-	M	M	M	M	-	-	-	-	M	
H-High; M-Medium; L-Low														
Course designed by								Verified by Chairman						
V. Renga Boss								Dr. R. A. Ayyapparajan						

Course Code	Title		
23U3BME502	Discipline Specific Elective Paper I (B) – M – Commerce & Information Technology Services		
Semester: V	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(BBA CA / International Business)			
Course Objective	To know how to derive meaning form huge volume of data and information		
Course Category	Employability		
Development Needs	National		
Course Description	To understand the concept of Information Technology Services		
Course Outcomes			
CO 1	To understand the concepts of M- Commerce		
CO 2	Study the impact of Technology advances in strategy formulation		
CO 3	Understand M- Commerce Business Models		
CO 4	Know the usage of hardware and software’s components		
CO 5	Analyse the different types software’s in M- Commerce		
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	Introduction – Infrastructure of M–Commerce – Types of Mobile Commerce Services – Technologies of Wireless Business Mobile Marketing & Advertisement, Non – Internet Applications in M–Commerce – Wireless / Wired Commerce Comparisons.	1	1,2
Instructional Hours			12
Suggested Learning Methods: Video Lecture			
II	Wireless Devices for Mobile Commerce – Classification Framework for Mobile Location Based Services - Wireless Personal and Local Area Networks –The Impact of Technology Advances on Strategy Formulation In Mobile Communications Networks.	1	2
Instructional Hours			12
Suggested Learning Methods : Video Lecture			
III	The Ecology of Mobile Commerce –Wireless Application protocol – Mobile Business Services – Mobile Portal – Factors Influencing Mobile Gaming Services - The Role of Mobile Advertising in Building a Brand – M–commerce Business Models	2	1
Instructional Hours			12
Suggested Learning Methods : Video Lecture			

IV	Meaning – Scope- Characteristics & Applications, Advantage and Disadvantage of IT Outsourcing - H/W and S/W components of a computer-Recent developments in Hardware and Software-Peripherals Devices							2	1,2				
Instructional Hours								12					
Suggested Learning Methods : Video Lecture													
V	Memory – ROM / RAM,-Storage Devices- Machine Language - Assembly Language- High Level Language -Types of Software's							2	12				
Instructional Hours								12					
Suggested Learning Methods : Video Lecture													
Total Hours								60 Hrs					
Text Books	1. E.BrianMennecke, J.TroyStrader, “Mobile Commerce: Technology, Theory and Applications”, Idea Group Inc., IRM press, 2003. 2. Ravi Kalakota, B.AndrewWhinston, “Frontiers of Electronic Commerce”, PearsonEducation, 2003.												
Reference Books	1. P. J. Louis, “M-Commerce Crash Course”, McGraw- Hill Companies February 2001												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Case Study	Seminar	Assignment	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	-	M	H	M	-	M	M	L	H	-	M	-	M
CO2	M	H	L	H	M	M	L	-	M	H	M	M	H
CO3	H	-	M	M	M	M	M	M	M	L	L	H	-
CO4	M	M	H	H	H	-	H	H	L	M	-	M	M
CO5	L	H	L	L	H	H	-	L	-	M	-	L	H
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. V. Sudha							Dr. R. A. Ayyapparajan						

Course Code	Title		
23U3BME503	Discipline Specific Elective Paper: I (C) – Consumer Behaviour		
Semester: V	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(BBA CA / International Business)			
Course Objective	This course enables the students to understand the basic laws and principles of Consumer behaviour in order to influence their purchasing decision.		
Course Category	Employability		
Development Needs	National		
Course Description	To understand the concept of Consumer Behaviour		
Course Outcomes			
CO 1	Describe the basic laws and principles of consumer behaviour		
CO 2	Identify the different consumer behaviour and their impact on purchasing decisions.		
CO 3	Gain knowledge on the information searching, evaluation and decision making		
CO 4	They can understand the consumer communication in group and family which influences the buying decision.		
CO 5	To know cultural and behavioural pattern of consumers.		
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	Consumer behaviour – concepts; nature, scope and applications of consumer behaviour. Consumer behaviour and marketing strategy; profiling consumers and their needs - Market segmentation and consumer research; psychographics and lifestyle; Consumer behaviour audit.	1	1,2,3
Instructional Hours			12
Suggested Learning Methods: Video Lecture			
II	Consumer involvement and decision-making, Consumer decision-making process - Information search process; Evaluative criteria and decision rules.	1	7,14
Instructional Hours			12
Suggested Learning Methods : Video Lecture			
III	Individual influences on buying behaviour; Consumer as an individual; Theories of personality; personality and market segmentation; - Consumer perception; consumer needs and motivation. Personal influences and attitude formation. Learning and consumer involvement. Communication and consumer behaviour. Family life cycle and decision-making; Social class concept and measurement	1	7

Instructional Hours			12										
Suggested Learning Methods : Video Lecture													
IV	The buying process: problem recognition and information search behavior - Information processing; alternative evaluation; Purchase process and post purchase behaviour.	1	11										
Instructional Hours			12										
Suggested Learning Methods : Video Lecture													
V	Contemporary strategies in reaching consumers-word of mouth, consumer generated marketing-celebrity and athletic endorsers. Online consumer behaviour-- feature of well-designed website, the implication of a reduced search costs for information, the consumer advocacy paradigm - Problems faced by Indian consumers; Consumer protection in India	1	16										
Instructional Hours			12										
Suggested Learning Methods : Video Lecture													
Total Hours			60 Hrs										
Text Books	1. Schiff man, L.G. and Karuk, L.L, Consumer Behaviour, 8 th Edition ,Prentice Hall of India, New Delhi 2004. 2. Loudon, David L and Bitter Albert J Della, Consumer Behaviour, Tata McGraw Hill, New Delhi 2005.												
Reference Books	1. Jean Noel Kapferer, Strategic Brand Management, Prentice Hall, 2012.												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Seminar	Field Visit	Group Discussion	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	M	-	M	L	M	M	H	-	H	M
CO2	H	M	-	M	H	L	M	H	-	-	H	H	M
CO3	M	H	M	H	-	M	H	L	H	M	L	M	H
CO4	H	M	-	H	H	-	M	M	-	L	-	H	M
CO5	H	M	L	M	M	L	-	H	L	H	M	H	M
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. C. Hariharasudhan							Dr. R. A. Ayyapparajan						

Course Code	Title		
23U4BMZ503	Skill Based Paper – III Tally - Practical		
Semester: V	Credits: 3	CIA: 30 Marks	ESE: 45 Marks
(Common to BBA AV / CA / IB / LOGISTICS)			
Course Objective	This course is designed to impart knowledge regarding concepts of Financial Accounting Tally is an accounting package which is used for learning to maintain accounts		
Course Category	Skill Development		
Development Needs	National		
Course Description	An introduction to the understand the creation and alteration of a company.		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Understand the creation and alteration of a company	Lecture/ Case Study	Assignment
CO2	Analyse the Creation of Vouchers and maintenance of stock and go down creation	Lecture/ Role Play	Seminar
CO3	Develop the bank reconciliation statement	Lecture/ Peer Teaching	Seminar
CO4	Understand the preparation of final accounts using Accounting Package	Lecture/ Role Play	Assignment
CO5	Analyse the Pay roll system.	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content	Instructional Hours / Week : 4		
S.No.	List of Programs		
1	Create a new company – name and other relevant details and configure the company		
2	Journalizing		
3	Posting into ledger (with and without predefined groups)		
4	Configuring, creating, displaying, altering and cancellation of Vouchers		
5	Trail balance		
6	Final accounts- trading account- profit and loss account and balance sheet		
7	Final accounts with adjustments		
8	Show the cash, bank and other subsidiary books of the company		

9	Show the Day Book
10	Integrate stock and inventory details (stock groups/ categories/measurement units
11	Stock summary
12	Bank reconciliation statement
13	Integrate pay-roll system

Note

- A detailed question paper (containing detailed problems) based on the above guidelines should be prepared and distributed for the purpose of examination
- Model questions (only two questions appended as a sample); Practical question paper need to set question papers bases on the above exercises with hypothetical and real-life figures

Create a Company as —Vasavi Industries Ltd. in Tally with inventory management.

- Siva started —Vasavi Industries Ltd. by bringing Capital Rs.3,00,000/- Cash.
- He deposited Rs.1, 00,000/- cash at ICICI bank.
- He paid electricity bill for Rs.1,200/- by cash.
- He withdrawn Rs.10,000/- cash for his personal use.
- He purchased the following item from Computer Lab. Ltd. on Credits with 4% Vat rate.
- Computer - 10 Nos. - @20000/- each
- He sold the following item to Somnath Traders in cash with 4% Vat rate.
- Computer - 5 Nos. - @27500/- each
- He received Rs.6,000/- as commission from Rohit by cash.
- He paid House Rent for Rs.5,000/- by cash.
- He withdrawn Rs.25,000/- cash from ICICI Bank.
- He purchased furniture for Rs.25,000/- by cash for office use.
- Show the Trial Balance and Balance Sheet of —Vasavi Industries Ltd.

From the following prepare accounts in Tally. Balance sheet of Dream Home Appliances as on 1-1-2011

Capital	10, 00,000
Reserves	600,000
Creditors:	
Bismi Ltd. Bill no P/100, 28-12-10 – 30 days Credits	2,00,000
Total	18, 00,000
Land and Building	5,00,000
Furniture and Equipments	2,00,000
Stock:-	
10 Refrigerators @ Rs 8000 (LG)	80,000
5 semi automatic (LG) @ 7000	35000
5 fully automatic (LG) @ 14000	70,000
10 T.V sets sony @ Rs 10,000	100,000
Debtors: (Both 45 days Credits)	
KEEN Bill No. S/ 1001 dt. 30/12/10	50,000
Best Home Bill No.S/ 2010 dt. 22/12/10	60,000
Bank current account with SBT	600,000
Cash in hand	105,000
Total	18, 00,000
<p>Create company with address - Cochin-5Income Tax No. PNR/ 1234000 NVAT TIN no. K GST L50006Inter state sales tax no. I/L1001Provide other assumed details for the company5/1/11</p> <p>Purchased for cash:-</p> <p>3. Refrigerators @ Rs 9500 from a stockist viz Kottayam Home Appliances and issued a cheque VAT paid-12.5% and carriages-Rs 750 for the above purchase. 10/1 /11Sales made on Credits:-</p> <p>QRS 5 Fridges @ Rs 11,500 S/ 1100 - 30 days Credits. at 2% discount, VAT 12.5%.</p> <p>Show Trial Balance, List of vouchers, P&L Account, Balance sheet with percentages and VAT computation report</p>	

Tools for Assessment (30 Marks)													
Program Development	Program Execution	Lab Participation	Test 1	Test II	Observation Note Maintenance	Total							
5	5	5	5	5	5	30							
Mapping													
PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	-	M	H	M	-	M	M	M	M	-	-	M
CO2	M	-	M	H	M	M	M	H	-	M	M	-	M
CO3	H	M	M	-	H	-	M	M	-	-	M	-	-
CO4	H	M	M	M	H	-	M	M	-	-	M	-	-
CO5	H	M	-	-	H	-	-	M	-	-	M	M	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. T. Sudha							Dr. R. A. Ayyapparajan						

Course Code		Title		
23U3BMC616		Core Paper: XVI – Strategic Management		
Semester: VI		Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(Common to BBA AV / CA / IB / LOGISTICS)				
Course Objective		Enable the students to develop the Strategic Thinking and decision-making abilities in relation to understanding the employability of various strategies in different situations.		
Course Category		Employability		
Development Needs		National		
Course Description		To understand the concept of Strategy Formulation, Strategy Implementation and Strategy Evaluation		
Course Outcomes		Teaching Methods	Assessment Methods	
CO 1	Understanding the concepts of strategic management.	Lecture/ Role Play	Seminar	
CO 2	Develop the strategic formulation	Lecture/ Assignment	Case Study	
CO 3	Evaluate the choice of strategy	Lecture/ Peer Teaching	Seminar	
CO 4	Develop the strategic implementation	Lecture/Inquiry Based Learning	Field Visit	
CO 5	Analyse and evaluate the strategic control and strategic evaluation.	Lecture/ Group Discussion	Case Study	
Offered by		Business Administration		
Course Content			Instructional Hours / Week : 6	
Unit	Description	Text Book	Chapter s	
I	Strategic Management: Concepts- Difference between strategy and tactics-Three levels of strategy Strategic Management Process- Benefits, TQM and strategic management process, Social responsibility, Social audit	2 , 1	1 , 19	
Instructional Hours			18	
Suggested Learning Methods:Role Play				
II	Strategic Formulation: Corporate Mission: Need –Formulation, Objectives: Classification- Guidelines, Goals: Features	1	2	
Instructional Hours			18	
Suggested Learning Methods : Assignment				
III	Choice of strategy: BCG matrix-The GE nine cell planning grid- Corporate level generic strategies: Stability, Expansion, Retrenchment, Combination strategies	1	17 , 18	
Instructional Hours			18	
Suggested Learning Methods : Activity Based Learning				

IV	Strategic Implementation: Role of top management-Process-Approaches, Resource allocation-Factors -Approaches, Mckinsey's 7's framework, Strategic Positioning- Four routes to competitive advantage						3	19					
Instructional Hours							18						
Suggested Learning Methods : Field Visit													
V	Strategic Evaluation: Importance- Criteria- Quantitative and Qualitative factors, Strategic control: Process-Criteria-Types, Essential features of effective evaluation and control systems – Balance score card - Case Studies.						3	1 , 14					
Instructional Hours							18						
Suggested Learning Methods : Mini Case Analysis													
Total Hours							90 Hrs						
Text Books	1. Strategic Management- Francis Cherunillam-Himalaya Publishing House. 2. Strategic Planning and Management- P.K.Ghosh-Sultan Chand & Sons, 2000 3. Strategic Planning -Formulation of corporate strategy V.S.Ramaswamy&S.Namakumai, Macmillan Business Books, 2001.												
Reference Books	1. Macmillan, H., &Tampoe, M. (2001). Strategic Management: Process, Content, andImplementation, Oxford University Press: USA 2. Ritson, N. (2008). Strategic Management. Neil Ritson&Ventus Publishing.												
Web. URLs	1. https://nptel.ac.in/courses/110108047 2. https://archive.nptel.ac.in/courses/110/108/110108047/												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Case Study	Field Visit	Seminar	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	-	-	-	-	-	M	H	M	M	-	-
CO2	H	M	-	-	-	-	-	M	M	H	M	M	M
CO3	H	M	M	M	M	M	M	L	H	M	-	M	M
CO4	H	H	-	M	-	-	-	-	M	M	M	M	-
CO5	H	H	-	M	-	M	M	H	H	-	H	M	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. T. Sudha							Dr. R. A. Ayyapparajan						

Course Code	Title		
23U3BCC617	Core Paper: XVII – RDBMS & Oracle		
Semester: VI	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(BBA COMPUTER APPLICATIONS)			
Course Objective	On successful completion of this course, the students must comprehend Concepts of SQL, Data manipulation, Database trigger etc.		
Course Category	Employability		
Development Needs	National		
Course Description	Able to develop RDBMS and Oracle 5 applications.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Develop a good formal foundation on the relational model of data	Lecture/ Case Study	Assignment
CO 2	Examine about SQL	Lecture/ Role Play	Seminar
CO 3	Plan data manipulation and database Triggers	Lecture/ Peer Teaching	Seminar
CO 4	Table Creation	Lecture/ Role Play	Assignment
CO 5	Transaction and query processing	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 6	
Unit	Description	Text Book	Chapters
I	Data base Management System verses RDBMS Normalization (1NF, 2NF, 3NF) -Data types - Data definition Language – Creating, Altering, Dropping tables - Types of Keys	1,4,2&3	3,1,7,10&2
Instructional Hours			18
Suggested Learning Methods: Video lectures			
II	Data Manipulation Language - Insertions, Updation, Deletion and Select command Transaction Control Statements-Commit, Save point, Roll back Roll back	2 1&3	5 7,1,8 &2
Instructional Hours			18
Suggested Learning Methods : Video lectures			
III	Built-in-functions-Single row functions -Grouping Character, Number, Date, Conversion function- Group functions Having clause-Nesting group functions.	3,2	4,3
Instructional Hours			18
Suggested Learning Methods : Video lectures			
IV	Joins–Types of joins-Set operators Views-Creating, Removing and Altering views Sequences-Creation, Dropping Sequence- Table Indexes	2	11&12&13
Instructional Hours			18
Suggested Learning Methods : Video lectures			

V	Fundamentals of PL/SQL-Reserved words, User- defined identifiers- PL/SQL Block structure Cursors-Implicit, Explicit cursors- Triggers. Creating and using Stored Procedures and Functions						1	15&17&19					
	Instructional Hours												18
Suggested Learning Methods : Video lectures													
Total Hours												90 Hrs	
Text Books	<ol style="list-style-type: none"> 1. Jose A Ramalho, Oracle 8i, BPB Publications, New Delhi, 2008. 2. Dr. P. S. Deshpande, SQL & PL/SQL for Oracle log (Black book), Dream Tech Press, New Delhi, 2012 3. Ramon A Mata Toledo & Pauline K Cushman, Fundamentals of SQL Programming, Tata McGraw Hill, New Delhi, 2002. 4. Luke Welling & Laura Thomson, My SQL Tutorial. Dorling Kindersley (India) Pvt Ltd, New Delhi, 2006. 												
Reference Books	<ol style="list-style-type: none"> 1. Ivan Bayross, Commercial Application Development using Oracle Developer2000, BPB Publications, New Delhi, 2ndEdition 2004. 2. Ivan Bayross, Oracle-7: The Complete Reference, BPB Publication, New Delhi, 2004. 												
Web. URLs	<ol style="list-style-type: none"> 1. https://www.coursera.org/specializations/oracle-sql-databases 2. https://www.mygreatlearning.com/academy/learn-for-free/courses/oracle-sql 												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Seminar	Assignment	Group Discussion	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	-	M	-	H	H	L	-	H	M	-	-	-
CO2	H	M	L	H	-	-	M	H	M	M	M	-	-
CO3	H	M	-	M	L	M	M	-	H	-	L	M	-
CO4	M	H	M	M	M	-	L	M	H	M	H	-	H
CO5	H	M	L	-	L	M	M	M	M	-	M	-	H
H-High; M-Medium; L-Low													
Course designed by							Verified by						
Dr. A. Sherin							Dr. R. A. Ayyapparajan						

Course Code	Title												
23U3BMV618	Core Paper: XVIII – Project Work and Viva-Voce												
Semester: VI	Credits: 3	CIA: 25 Marks	ESE: 50 Marks										
(Common to BBA AV / CA / IB / LOGISTICS)													
Offered by	Business Administration												
Course Content													
S.No	Description												
1.	A Guide has been allotted to each student by the department. Student can select any topic in discussion with the supervisor. Students should maintain a work diary where in weekly work carried out has to be written. Guide should review the work every week and put his/her signature. The work diary along with project report should be submitted at the time of viva voce.												
2	CIA Marks Distribution: A minimum of two reviews have to be done, one at the time finalizing the questionnaire/identifying the primary data and the second review at the time of commencement of report writing. They should be asked to present the work done to the respective guide in the two reviews. The guide will give the marks for CIA as per the norms stated below: <table border="1" style="margin-left: auto; margin-right: auto;"> <tbody> <tr> <td>First Review</td> <td>5 Marks</td> </tr> <tr> <td>Second Review</td> <td>5 Marks</td> </tr> <tr> <td>Third Review</td> <td>5 Marks</td> </tr> <tr> <td>Document, Preparation and Implementation</td> <td>10 Marks</td> </tr> <tr> <td>Total</td> <td>25 Marks</td> </tr> </tbody> </table>			First Review	5 Marks	Second Review	5 Marks	Third Review	5 Marks	Document, Preparation and Implementation	10 Marks	Total	25 Marks
First Review	5 Marks												
Second Review	5 Marks												
Third Review	5 Marks												
Document, Preparation and Implementation	10 Marks												
Total	25 Marks												
3.	End Semester Examination: The evaluation for the end semester examination should be as per the norms given below: <table border="1" style="margin-left: auto; margin-right: auto;"> <tbody> <tr> <td>External Examiner</td> <td>20 Marks</td> </tr> <tr> <td>Internal Examiner</td> <td>15 Marks</td> </tr> <tr> <td>Viva-Voce Examination</td> <td>15 Marks (Jointly given by the external and internal examiner)</td> </tr> <tr> <td>Total</td> <td>50 Marks</td> </tr> </tbody> </table>			External Examiner	20 Marks	Internal Examiner	15 Marks	Viva-Voce Examination	15 Marks (Jointly given by the external and internal examiner)	Total	50 Marks		
External Examiner	20 Marks												
Internal Examiner	15 Marks												
Viva-Voce Examination	15 Marks (Jointly given by the external and internal examiner)												
Total	50 Marks												
Course designed by		Verified by Chairman											
Dr. S. Jesintha		Dr. R. A. Ayyapparajan											

Course Code	Title		
23U3BME604	Discipline Specific Elective Paper: II (A) – Services Marketing		
Semester: VI	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(BBA CA / International Business)			
Course Objective	To enable the student to understand concepts, philosophies, processes, and techniques of managing the service operations of a firm		
Course Category	Employability		
Development Needs	National		
Course Description	To understand the concept of Services Marketing		
Course Outcomes			
CO 1	Understand the importance of Services Marketing.		
CO 2	Comprehend the contribution of service sector in solving marketing problems.		
CO 3	Identify the role and impact of services on the customers and employees.		
CO 4	Understand the communication strategies adopted by the organizations at Global front.		
CO 5	Acquire knowledge about global marketing in service industry.		
Offered by	Business Administration		
Course Content	Instructional Hours / Week : 5		
Unit	Description	Text Book	Chapters
I	Introduction: Difference between product and services marketing; Characteristics of services. Service marketing system- Service quality: Understanding customer expectations and zone of tolerance - Targeting and positioning of service	2	1,19,10
Instructional Hours			15
Suggested Learning Methods: Video Lecture			
II	Services marketing mix: Augmented marketing mix; Developing the service product/intangible product; Service product planning; Service pricing strategy; Services promotions; Services distributions.	1	11,13, 14,15
Instructional Hours			15
Suggested Learning Methods : Video Lecture			
III	Physical evidence: Role of communication in service marketing; People and internal communication; Process of operations and delivery of services; Role of technology in services marketing.	1	17,18
Instructional Hours			15
Suggested Learning Methods : Video Lecture			
IV	Marketing the Financial Services: Deciding the service Quality. Devising Financial Services Marketing Mix Strategies with special reference to Credits Cards, Home Loans, Insurance and Banking	2	10 ,13
Instructional Hours			15

Suggested Learning Methods : Video Lecture													
V	Services in global perspective: International marketing of services; Recent trends; Principal driving force in global marketing of services; key decisions in global marketing; Services strategy and organising for global marketing.										1	1,14	
Instructional Hours												15	
Suggested Learning Methods : Video Lecture													
Total Hours												75 Hrs	
Text Books	1. Bhattacharjee, Services Marketing , Excel books, New Delhi, First edition, 2009. 2. R. Srinivasan, Services Marketing , PHI Pvt. Ltd., New Delhi, 5 th edition, 2014.												
Reference Books	1. Valarie A. Zeithaml, Services Marketing , Tata McGraw-Hill, Mumbai, 3rd edition,												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Seminar					Field Visit	Group Discussion			Total	
5	5	6	3					3	3			25	
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	M	M	L	-	M	H	-	M	-	M	H
CO2	M	H	M	H	-	M	H	M	-	-	-	M	H
CO3	H	L	-	H	M	H	M	-	M	M	H	H	L
CO4	M	M	M	M	L	-	L	M	-	M	M	M	M
CO5	M	H	H	-	M	H	H	M	-	L	-	M	H
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. S. Jesintha							Dr. R. A. Ayyapparajan						

Course Code	Title		
23U3BME605	Discipline Specific Elective Paper: II (B) – Enterprise Resource Planning		
Semester: VI	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(BBA CA / International Business)			
Course Objective	To understand the business process of an enterprise and to grasp the activities of ERP project management cycle		
Course Category	Employability		
Development Needs	National		
Course Description	To understand the concept of ERP		
Course Outcomes			
CO 1	Issues in Planning design		
CO 2	ERP Software and Solutions		
CO 3	Evaluation of ERP System		
CO 4	Maintenance of ERP		
CO 5	Future trends in ERP system		
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	Overview of enterprise systems- Evolution - Risks and benefits - Fundamental technology - Issues to be consider in planning design and implementation of cross functional integrated ERP.	1	1,2
Instructional Hours			15
Suggested Learning Methods: Video Lecture			
II	Overview of ERP software solutions- small, medium and large enterprise vendor solutions - BPR, and best business practices - Business process Management-Functional modules.	1	3,4
Instructional Hours			15
Suggested Learning Methods : Video Lecture			
III	Planning Evaluation and selection of ERP systems - Implementation life cycle - ERP implementation, Methodology and Frame work- Training Data Migration. People Organization in implementation- Consultants, Vendors and Employees.	1	5,6
Instructional Hours			15
Suggested Learning Methods : Video Lecture			
IV	Maintenance of ERP- Organizational and Industrial impact. Success and Failure factors of ERP Implementation.	2	1,2
Instructional Hours			15
Suggested Learning Methods : Video Lecture			

V	Extended ERP systems and ERP add-ons-CRM, SCM, Business analytics										2	3	
	Future trends in ERP systems-web enabled, Wireless technologies, cloud computing												
Instructional Hours											15		
Suggested Learning Methods : Video Lecture													
Total Hours											75 Hrs		
Text Books	1. Alexis Leon, ERP demystified, second Edition Tata McGraw-Hill, 2008. 2. Jagan Nathan Vaman, ERP in Practice, Tata McGraw-Hill, 2008												
Reference Books	1. Valarie A. Zeithaml, Services Marketing , Tata McGraw-Hill, Mumbai, 3rd edition,												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Seminar			Field Visit		Group Discussion		Total			
5	5	6	3			3		3		25			
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	-	L	M	-	L	M	M	H	H	M
CO2	H	-S	M	H	-	H	H	M	-	-	-	H	-S
CO3	M	M	H	M	M	H	-	-	M	H	L	M	M
CO4	H	-	M	L	L	M	L	M	H	M	M	H	-
CO5	M	M	M	M	-	L	-	L	-	M	-	M	M
H-High; M-Medium; L-Low													
Course designed by						Verified by Chairman							
Dr. T. Sudha						Dr. R. A. Ayyapparajan							

Course Code	Title		
23U3BME606	Discipline Specific Elective Paper: II (C) – Brand Management		
Semester: VI	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(BBA AV / CA / IB / LOGISTICS)			
Course Objective	To enable the students to learn the basics Branding, Brand positioning Co-branding and brand strategies		
Course Category	Employability		
Development Needs	National		
Course Description	To understand the concept of Brand Management		
Course Outcomes			
CO 1	Identify Brand Management Process.		
CO 2	Develop Brand Positioning Strategies.		
CO 3	Construct the Brand Elements and Co-Branding.		
CO 4	Developing and Designing of Brand Strategy.		
CO 5	Implementing Brand Strategies.		
Offered by	Business Administration		
Course Content	Instructional Hours / Week : 5		
Unit	Description	Text Book	Chapters
I	Introduction: Brand-history of branding-importance of branding Brand management process: brand image branding challenges and opportunities.	1	1
Instructional Hours			15
Suggested Learning Methods: Video Lecture			
II	Brand Positioning -brand equity-sources building a strong brand-brand building Implications Identifying Brand Positioning -positioning guidelines - defining brand values-internal branding.	1	3
Instructional Hours			15
Suggested Learning Methods : Video Lecture			
III	Brand Elements: Planning and implementing brand marketing choosing brand elements-criteria-options. Tactics for brand elements-new perspective on marketing. Co-branding -guidelines-licensing guidelines	1	4
Instructional Hours			15
Suggested Learning Methods : Video Lecture			
IV	Brand Strategy: Measuring and interpreting brand performance brand value.Chain-brand tracking studies-establishing effective brand equity management systems. Capturing market performance-comparative methods.	2	8
Instructional Hours			15
Suggested Learning Methods : Video Lecture			

V	Implementing Brand Strategies: Brand product matrix- breadth and depth of branding strategy. Brand hierarchy-designing a long term brand strategy- brand extensions-advantages and disadvantages- reinforcing brands-adjusting brand portfolios.										2	11	
Instructional Hours											15		
Suggested Learning Methods : Video Lecture													
Total Hours											75 Hrs		
Text Books	1. Kelvin Lane Keller, Strategic Brand Management, Prentice Hall India, 4th Edition, 2011. 2. Sharad Sarin, Strategic Brand Management for B2B Markets: A Road Map for Organizational Transformation, SAGE Response; 1st Edition 2016.												
Reference Books	1. Jean Noel Kapferer, Strategic Brand Management, Prentice Hall, 3rd Edition 2004.												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Case Study					Field Visit		Group Discussion			Total
5	5	6	3					3		3			25
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	L	H	H	M	M	-	-	-	-	-	-	M
CO2	H	M	-	M	-	-	M	-	-	-	-	M	M
CO3	H	L	M	-	-	M	M	-	M	H	-	M	M
CO4	M	M	-	M	-	M	-	H	H	M	M	-	M
CO5	M	-	L	H	-	M	-	-	-	H	-	-	M
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. B. Vasanthi							Dr. R. A. Ayyapparajan						

Course Code		Title		
23U3BIE607		Discipline Specific Elective Paper: III (A) – Rural Marketing		
Semester: VI		Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(BBA IB / Computer Applications)				
Course Objective		To create awareness about the applicability of the concepts, techniques and processes of marketing in rural context		
Course Category		Employability		
Development Needs		National		
Course Description		To understand the concept of Rural Marketing		
Course Outcomes				
CO 1	Identify rural marketing in Indian and Global context.			
CO 2	Develop marketing mix in rural.			
CO 3	Choose consumer behavior model in rural marketing.			
CO 4	Develop CRM in rural marketing.			
CO 5	Identify the rural marketing and cooperative marketing			
Offered by		Business Administration		
Course Content			Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapter s	
I	Introduction of Rural marketing –Evolution of Rural Marketing in Indian and Global Context- Definition - Nature –Scope- Characteristics and potential of Rural Marketing Importance of Rural Marketing- Socio-Cultural- economic & other environmental factors affecting in Rural Marketing	1	1	
Instructional Hours			15	
Suggested Learning Methods: Video Lecture				
II	Profile of Rural Marketing Dimensions & Consumer Profile- Rural Market Equilibrium-Classification of Rural Marketing – Regulated- Non Regulated - Marketing Mix- Segmentation- Targeting- Position- Rural Marketing Strategies- Role of Central, State Government and other Institutions in Rural Marketing Integrated Marketing Communication in Rural Marketing.	1	3	
Instructional Hours			15	
Suggested Learning Methods : Video Lecture				
III	Product / Service Classification in Rural Marketing - New Product Development in Rural Marketing- Brand Management in Rural Marketing- Rural Distribution in channel management Managing Physical distribution in Rural Marketing- Fostering Creativity& Innovation in Rural Marketing- Sales force Management in Rural Marketing	1	4	
Instructional Hours			15	
Suggested Learning Methods : Video Lecture				

IV	Consumer Buyer Behaviour Model in Rural Marketing- Rural Marketing Research-Retail &IT models in Rural marketing – CSR and Marketing Ethics in Rural Marketing Consumer Education & Consumer Methods in Promotion of Rural Marketing Advertisement & Media Role in Rural Marketing Promotion Methods.		2	8									
Instructional Hours				15									
Suggested Learning Methods : Video Lecture													
V	e- Rural Marketing-CRM &e-CRM in Rural Marketing-Advanced Practices in Rural Marketing Social Marketing-Network Marketing- Green Marketing in Indian and Global Context Co-operative Marketing- Micro Credit Marketing- Public Private Partnership Model in Rural Marketing- Advancement of Technology in Rural Marketing- Structure of Competition in Rural India		2	11									
Instructional Hours				15									
Suggested Learning Methods : Video Lecture													
Total Hours				75 Hrs									
Text Books	1. C G Krishnamacharyulu, Lalitha Ramakrishnan, Rural Marketing , Pearson Education, 2 nd Edition, 2011.. 2. Awadhesh Kumar Singh Satyaprakashpandey, Rural Marketing: Indian Perspective , By New age publishers, 2007.												
Reference Books	1. Ramkishen Y, New Perspectives on Rural Marketing: Includes Agricultural Marketing , Jaico Publishing house, 2011.												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Case Study	Field Visit	Group Discussion	Total							
5	5	6	3	3	3	25							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	L	M	-	L	H	M	-	L	M	H	M
CO2	M	H	M	M	H	M	L	-	L	H	-	M	H
CO3	H	M	-	M	M	L	M	M	-	-	M	H	M
CO4	H	H	L	M	-	-	L	-	L	-	H	H	H
CO5	H	-	H	M	M	L	M	H	M	L	-	H	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. T. Sudha							Dr. R. A. Ayyapparajan						

Course Code	Title		
23U3BME608	Discipline Specific Elective Paper: III (B) – Customer Value Management		
Semester: VI	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(BBA AV / IB / CA)			
Course Objective	To understand the need and importance of maintaining a good customer relationship		
Course Category	Employability		
Development Needs	National		
Course Description	To understand the concept of customer value management		
Course Outcomes			
CO 1	Identify customer relationship management process		
CO 2	Develop CRM models		
CO 3	Choose customer information database		
CO 4	Develop CRM tools		
CO 5	Develop CRM software packages		
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	Definitions - Concepts and Context of relationship Management – Evolution Transactional Vs Relationship Approach – CRM as a strategic marketing tool – CRM significance to the stakeholders.	1	1,2
Instructional Hours			15
Suggested Learning Methods: Video Lecture			
II	Customer information Database – Customer Profile Analysis - Customer perception, Expectations analysis Customer behaviour in relationship perspectives; individual and group customer's - Customer life time value – Selection of Profitable customer segments	1	3,4
Instructional Hours			15
Suggested Learning Methods : Video Lecture			
III	Elements of CRM – CRM Process – Strategies for Customer acquisition - Retention and Prevention of defection – Models of CRM – CRM road map for business applications.	1	5
Instructional Hours			15
Suggested Learning Methods : Video Lecture			
IV	Strategic CRM planning process – Implementation issues – CRM Tools. Analytical CRM – Operational CRM – Call center management – Role of CRM Managers.	2	1,2

Instructional Hours												15	
Suggested Learning Methods : Video Lecture													
V	e- CRM Solutions – Data Warehousing – Data mining for CRM - CRM software packages – Introduction, Usage – Procedure – Advantages and Limitations										2	3	
Instructional Hours												15	
Suggested Learning Methods : Video Lecture													
Total Hours												75 Hrs	
Text Books	1. G.Shainesh, Jagdish, N.Sheth, Customer Relationships Management Strategic Perspective, Macmillan 2010. 2. Alok Kumar et al, Customer Relationship Management: Concepts and applications, Biztantra, 2013.												
Reference Books	1. H.Peeru Mohamed and A.Sahadevan, Customer Relation Management, Vikas Publishing 2005.,												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Seminar			Assignment			Group Discussion		Total		
5	5	6	3			3			3		25		
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L	H	H	M	L	L	M	H	-	H	M	H	M
CO2	H	M	L	M	-	M	-	M	-	L	-	H	-S
CO3	M	H	-	M	-	-	H	M	M	M	L	M	M
CO4	M	-	M	M	M	-	M	H	H	L	H	H	-
CO5	H	M	L	H	-	H	-	L	L	H	-	M	M
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. S. Jesintha							Dr. R. A. Ayyapparajan						

Course Code	Title		
23U3BME609	Discipline Specific Elective Paper: III (C) – Entrepreneurship & Small Business Management		
Semester: VI	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(Common to BBA AV / CA / IB / LOGISTICS)			
Course Objective	To know the concept of Entrepreneurship, Business Management, opportunities recognition, Quality and risk management in Small Business organizations.		
Course Category	Entrepreneurship		
Development Needs	National		
Course Description	To Understand Conceptual framework of Role of Entrepreneurship in economic development, Factors affecting Entrepreneurial growth, Start-ups and Buyouts, Selecting a Location and Planning the Facilities, Social and Ethical Issues in Small Business Management.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Understand entrepreneurial functions	Lecture/ Role Play	Role Play
CO 2	Understanding the factors affecting entrepreneurial growth, Development Programmes	Lecture/ Assignme nt	Group Discussion
CO 3	Familiarize on the concepts of Start Ups and Stand Ups	Lecture/ Peer Teaching	Group Discussion
CO 4	Understand location selection, Financial requirement, factors affecting choice of a business location	Lecture/In quiry Based Learning	Seminar
CO 5	To Know social and ethical issues in small business management	Lecture/ Group Discussion	Role Play
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	Meaning of Entrepreneurship: Characteristics - functions and types of Entrepreneurships. Entrepreneur: Types of Entrepreneur, Women Entrepreneurs in India Role of Entrepreneurship in economic development.	2 & 1	2 , 3
Instructional Hours			15
Suggested Learning Methods:Role Play			
II	Factors affecting Entrepreneurial growth – Economic non - economic Entrepreneurship Development programmes – Need – Objectives Phases – Evaluation. Institutional support to Entrepreneurs.	1	5 ,9
Instructional Hours			15
Suggested Learning Methods : Flipped Classroom			
III	Start-ups and Buyouts - Franchising Opportunities - The Family Business-Business Plan-Marketing Plan - Management Teams- Organized forms.	2	6,7
Instructional Hours			15

Suggested Learning Methods : Preparation of Business Plan														
IV	Selecting a Location and Planning the Facilities - Projecting Financial Requirements – Finding Sources of Financing - Exit Strategies – Factors affecting choice of a business location								1	27				
Instructional Hours												15		
Suggested Learning Methods : Seminar														
V	Quality Management in Small Business - Social and Ethical Issues in Small Business Management - Evaluating Financial Performance – Managing Risk in Small Business Management. Case studies.								1	28				
Instructional Hours												15		
Suggested Learning Methods : Role Play														
Total Hours												75 Hrs		
Text Books	1. S. S. Khanka, Entrepreneurial Development , S. Chand & Company New Delhi, 4 th Edition, 2013. 2. C. B. Gupta & N. P. Srinivasan, Entrepreneurial Development , Sultan Chands & Son New Delhi, 6 th Edition, 2013.													
Refer ence Books	1. S. Anil Kumar, Small Business and Entrepreneurship , I.K .International Publishing house Pvt Ltd, New Delhi, 2008. 2. Zimmer, Scarborough, Effective small business management , Hal Court College publisher 9 th Edition, 2009.													
Web. URLs	1. https://archive.nptel.ac.in/courses/110/106/110106141/ 2. https://onlinecourses.nptel.ac.in/noc21_mg70/preview													
Tools for Assessment (25 Marks)														
CIA I		CIA II		CIA III		Role Play			Seminar		Group Discussion		Total	
5		5		6		3			3		3		25	
Mapping														
PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO2	PSO3	PS O4	PSO5	
CO1	H	M	-	M	M	M	M	M	H	M	M	-	M	
CO2	H	M	M	M	M	-	H	M	M	H	M	H	M	
CO3	H	H	H	-	-	M	H	M	M	H	H	-	H	
CO4	H	M	M	H	M	-	-	H	M	-	M	M	H	
CO5	M	-	-	M	M	H	M	H	H	M	H	M	H	
H-High; M-Medium; L-Low														
Course designed by							Verified by Chairman							
Dr. V. Sudha							Dr. R. A. Ayyapparajan							

Course Code	Title		
23U4BMZ604	Skill Based Paper: IV – Campus to Corporate		
Semester: VI	Credits: 3	CIA: 20 Marks	ESE: 55 Marks
(Common to BBA AV / CA / IB / LOGISTICS)			
Course Objective	To enable the students to realize the concepts of Soft Skills, Business Correspondence, Group Discussion, Presentation.		
Course Category	Skill Development		
Development Needs	National		
Course Description	To gain skill and knowledge regarding Etiquette Elaborated, Attire Aspects, E-communication, Overcoming problems in E-mail communication, Aptitude Appetizer, Attitude Building.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Develop various Organizational Etiquette	Lecture/ Seminar	Assignment
CO 2	Understand Attire aspect, Dressing sense and grooming skill	Lecture/ Assignment	Seminar
CO 3	Understand the E- Communication aspect	Lecture/ Peer Teaching	Assignment
CO 4	Students have knowledge about Quantitative and verbal aptitude	Lecture/Inquiry Based Learning	Seminar
CO 5	Identify and enumerate ways to nurture your positive attitude.	Lecture/ Assignment	Seminar
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	Etiquette Elaborated: Corporate etiquette –Workplace etiquette-Business etiquette - Email etiquette - Telephone and Meeting etiquette Video clippings to watch and noting down with the critical aspects pertaining to etiquettes.	1	1
Instructional Hours			12
Suggested Learning Methods : Assignment			
II	Attire Aspects: Paste your own photograph in formal and informal dress – Dressing sense and grooming skills – Cut and paste various photographs from ad pictures to distinguish dressing for different occasions.	1	5
Instructional Hours			12
Suggested Learning Methods : Seminar			
III	E-communication: Students are expected to have an Email id and work with groups, make mail attachments, join professional groups in social networks ; download and upload files using virtual memory – E-mail Etiquette - Overcoming problems in E-mail communication: Use of Electronic Devices in Modern Communication such as Fax, E-mail, chat using Skype – Work with social networking sites such as LinkedIn, Face book, Orkut, Tumblr, Twitter -narrate them in the SDRN with clippings as Evidence.	2	6,4

		Instructional Hours		12									
Suggested Learning Methods : Assignment													
IV	Aptitude Appetizer: Quantitative vs. Verbal aptitude - practice –Shortcut routes – Workouts from previous year batch tests – Familiarize the various us types of problems From quantitative & Non-verbal reasoning areas in competitive exams for employment and/or higher studies.	2	5										
		Instructional Hours		12									
Suggested Learning Methods : Seminar													
V	Attitude Building: The importance of building positive attitude. Read from the examples of great people of your choice and write in your SDRN. Identify and enumerate ways to nurture your positive attitude.	2	5										
		Instructional Hours		12									
Suggested Learning Methods : Seminar													
		Total Hours		60 Hrs									
Text Books	1. Mathew McKay, Martha Davis Patrick Fanning, Communication Skills, B. Jain Publication Pvt Ltd, 4st Edition, 2018, New Delhi. 2. Aruna Koneru, Professional Communication , Tata McGraw Hill Publication Company Ltd, 2008, New Delhi.												
Reference Books	1. P. Bhaskaran Nair & Krishna Pillai, Communication Skills A Multi – Skill Course , Mac Millan Press, 2000, New Delhi. 2. Biswajit Das, IpseetaSatpathy, Business Communication and Personality Development , Excel Book, 2009, New Delhi.												
Web. URLs	1. https://nptel.ac.in/localchapter 2. https://archive.nptel.ac.in/LocalChapter/statistics/1511/												
Tools for Assessment (20 Marks)													
Review I	Review II	Documentation	Assignment	Seminar	Attendance	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	P O2	PO3	PO4	PO5	PO6	PO 7	PO8	PSO 1	PSO2	PSO3	PSO4	PSO5
CO1	-	-	H	M	-	H	H	H	M	H	M	-	H
CO2	M	M	H	H	M	H	H	H	M	-	M	M	M
CO3	M	H	M	M	H	M	M	M	H	-	H	M	H
CO4	H	H	M	-	M	H	-	M	H	M	M	-	M
CO5	M	-	M	-	-	H	M	M	M	-	H	M	H
H-High; M-Medium; L-Low													
Course designed by						Verified by Chairman							
V. Renga Boss						Dr. R. A. Ayyapparajan							

Course Code	Title		
22U4BM3ED1	Extra Departmental Course: Entrepreneurship Development		
Semester: III	Credits: 2	ESE: 50 Marks	
Course Objective	To study the concepts, techniques, instruments and institutions involved in new venture finance and private equity, with a special focus on the technology sector, and gain an understanding of the different stages of investment in an entrepreneurial firm.		
Course Category	Employability		
Development Needs	National		
Course Description	Understand the fundamentals and emerging concept of Entrepreneurship Development		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Understand the basics of entrepreneurship	Lecture	Assignment
CO2	Identify factors influencing to become an entrepreneurship career	Lecture	Seminar
CO3	Analyse the steps involved in setting up a business firm	Lecture	Seminar
CO4	Understand the procedure of preparation of project report	Lecture	Assignment
CO5	Develop the various government policies supporting entrepreneurship	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content	Instructional Hours / Week : 2		
Unit	Description	Text Book	Chapters
I	Entrepreneurship: Entrepreneur - Types of Entrepreneurs – Difference between Entrepreneur and Intrapreneur - Entrepreneurship in Economic Growth, Factors Affecting Entrepreneurial Growth.	1	1,2
Instructional Hours			6 Hrs
Suggested Learning Methods : Video Lectures			
II	Motivation: Major Motives Influencing an Entrepreneur - Achievement Motivation Training, Self-Rating, Business Game, Thematic Apperception Test - Entrepreneurship Development objectives	1	6,9
Instructional Hours			6 Hrs
Suggested Learning Methods : Video Lectures			
III	Business: Small Enterprises - Definition, Classification - Characteristics, Ownership Structures - Steps involved in setting up a Business - identifying, selecting a Good Business opportunity.	2	1,2

Instructional Hours											6 Hrs		
Suggested Learning Methods : Video Lectures													
IV	Setting up Business Venture: Market Survey and Research- Techno Economic Feasibility Assessment- Preparation of Preliminary Project Reports - Project Appraisal - Sources of Information - Classification of Needs and Agencies									2	3		
Instructional Hours											6 Hrs		
Suggested Learning Methods : Video Lectures													
V	Support to Entrepreneurs: Government Policy for Small Scale Enterprises Institution for the development of small-scale industries - NSIC, SIDCO, SIDO, SISI, Development Commissioner -TANSI, SIDCO, DIC, Directorate of Industries and commerce- Crowd financing									2	5		
Instructional Hours											6 Hrs		
Suggested Learning Methods : Video Lectures													
Total Hours											30 Hrs		
Text Books	1. S. S. Khanka - Entrepreneurial Development S. Chand & Co. Ltd. Ram Nagar, New Delhi, 2012. 2. Hisrich R D and Peters M P, Entrepreneurship 8th, Edition Tata McGraw-Hill, 2013.												
Reference Books	1. Rabindra N. Kanungo - Entrepreneurship and innovation , Sage Publications, New Delhi, 1998. 2. EDII " Faulty and External Experts - A Handbook for New Entrepreneurs Publishers:Entrepreneurship Development" Institute of India, Ahmadabad, 1986.												
Web. URLs	1. https://onlinecourses.nptel.ac.in/noc21_mg70/preview 2. https://onlinecourses.swayam2.ac.in/cec20_mg19/preview												
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	-	-	-	-	H	L	-	L	H	M	-
CO2	H	-	-	-	-	-	H	-	M	M	-	-	-
CO3	M	-	M	-	-	-	M	-	M	H	-	M	-
CO4	-	-	-	H	-	M	L	-	M	M	M	-	H
CO5	H	H	M	M	-	-	M	M	H	H	L	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. V. Sudha							Dr. R. A. Ayyapparajan						

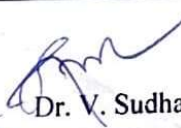

Course Code		Title	
22U4BM3ED2		Extra Departmental Course - Soft Skill Development - Viva Voce	
Semester: III		Credits: 2	ESE: 50 Marks
Course Objective		This course enables the students to understand speaking and writing skills by reinforcing their listening and reading skills and habituating them.	
Course Category		Employability	
Development Needs		National	
Course Description		Understand the basics and concept of Soft Skill Development	
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Understanding the need of effective presentation skills	Lecture	Assignment
CO2	To self-analysis the need for being assertive	Lecture	Seminar
CO3	Enabling them to face interviews	Lecture	Seminar
CO4	Plan and have Career focus	Lecture	Assignment
CO5	Develop the LSRW skills	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	Presentation skills – Effective presentation of an idea or concept – Use of MS-PowerPoint or Flash is assisting the presentation need to be encouraged. Negotiation Skills – Dealing and preparing for negotiation – Clinching and compromising – Observe and record – Practical role plays	1	5,12
Instructional Hours			6 Hrs
Suggested Learning Methods : Video Lectures			
II	Assertiveness building – How to say ‘no’ and ‘yes’ – Knowing limits – Identify and list the occasions where you could not be assertive	1	10
Instructional Hours			6 Hrs
Suggested Learning Methods : Video Lectures			
III	Facing interviews – How to prepare – How to presents – FAQs Conduct a vox pop-make a brief report – Present to the group - Non-verbal Cues in Communication – Body Language – Gesture – Postures - Facial Expressions	1,2	12,26
Instructional Hours			6 Hrs
Suggested Learning Methods : Video Lectures			

IV	Career Options – Skills and physique vis-à-vis career options – Career planning –SWOT analysis (self) - Career focus - Awareness of different career and its sources of information, choosing a career	2	4										
Instructional Hours			6 Hrs										
Suggested Learning Methods : Video Lectures													
V	SDRN to have In-depth SWOT analysis, clippings from opportunities / appointments columns of newspapers, resume for different situations, evidences related to career focus	2	25, 27										
Instructional Hours			6 Hrs										
Suggested Learning Methods : Video Lectures													
Total Hours			30 Hrs										
Text Books	<ol style="list-style-type: none"> 1. Matthew McKay, Martha Davis & Patrick Fanning, Communication Skills, New Harbinger Publications, 2nd edition, 2009. 2. Aruna Koneru, Professional Communication-, McGraw-Hill Education India Pvt.Ltd New Delhi, 2014. 												
Reference Books	<ol style="list-style-type: none"> 1. P.Bhaskaran Nair & Krishna Pillai Communication Skills a multi-skill course-MacMillan Press, New Delhi, 2000. 2. Biswajit Das, Ipseetasatpathy - Business Communication and Personality Development, Excel Book, New Delhi, 2009. 												
Web. URLs	<ol style="list-style-type: none"> 1. https://onlinecourses.swayam2.ac.in/nou21_lb11/preview 2. https://nptel.ac.in/courses/109104031 												
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	-	-	-	-	H	L	-	L	H	M	-
CO2	H	-	-	-	-	-	H	-	M	M	-	-	-
CO3	M	-	M	-	-	-	M	-	M	H	-	M	-
CO4	-	-	-	H	-	M	L	-	M	M	M	-	H
CO5	H	H	M	M	-	-	M	M	H	H	L	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. T. Sudha							Dr. R. A. Ayyapparajan						

Course Code	Title		
22UBMSS01	Self-Study Paper - I- Customer Relationship Management		
Semester: II - V	Credits: 2	ESE: 50 Marks	
(Common to all BBA AV / CA/ IB / LOGISTICS)			
Course Objective	Prepare students to deal with the changes in the corporation and the global market place - by exploring issues related to challenges of developing and managing relationship marketing strategies and programs.		
Course Category	Employability		
Development Needs	National		
Course Description	To understand the fundamentals and emerging concepts of customer relationship management		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Create insight and new learning in the area of Customer Relationship Marketing.	Lecture/ Case Study	Assignment
CO2	Equip students with both a conceptual understanding and the knowledge pertaining to Customer Relationship Management strategy.	Lecture/ Role Play	Seminar
CO3	Discuss the conceptual foundations sales force automation.	Lecture/ Peer Teaching	Seminar
CO4	Understand the concepts of value chain	Lecture/ Role Play	Assignment
CO5	Analyse the customer relationship technologies.	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content	Instructional Hours / Week : 3		
Unit	Description	Text Book	Chapters
I	Overview of Relationship Marketing – Basis of building relationship Types of relationship marketing – Customer life cycle	1 & 2	1
Instructional Hours			09 Hrs
Suggested Learning Methods: Video Lectures			
II	CRM – Overview and evolution of the concept – CRM and Relationship marketing CRM strategy – Importance of customer divisibility in CRM	1	3
Instructional Hours			09 Hrs
Suggested Learning Methods :Video Lectures			
III	Sales Force Automation – contact management – concept Enterprise Marketing Management – core beliefs – CRM in India	3	7
Instructional Hours			09 Hrs
Suggested Learning Methods : Video Lectures			

IV	Value Chain – concept – Integration Business Management Benchmarks and Metrics – culture change Alignment with customer eco system – Vendor selection Database Marketing – Prospect database – Data warehouse and Data Mining	4	5										
Instructional Hours			09 Hrs										
Suggested Learning Methods : Video Lectures													
V	Analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario	3	6										
Instructional Hours			09 Hrs										
Suggested Learning Methods : Video Lectures													
Total Hours			45Hrs										
Text Books	<ol style="list-style-type: none"> 1. Baran Galka. Strunk - Customer Relationship Management - Cengage learning, 2008 South –Western. 2. Philip Kotler, Marketing Management, Prentice Hall, McGraw Hill, 2005. 3. Judith W. Kincaid - Customer Relationship Management, Pearson Education, 2008. 4. Kaushik Mukerjee, Customer Relationship Management, Eastern Economy Edition,2007 												
Reference Books	<ol style="list-style-type: none"> 1. S. Shajahan – Relationship Marketing – Tata McGraw Hill, 1997 Paul Green Berg – CRM – Tata 2. Kaushik Mukerjee, Customer Relationship Management, Eastern Economy Edition,2007. 												
Web. URLs	<ol style="list-style-type: none"> 1. https://www.techtarget.com/searchcustomerexperience/definition/CRM-customer-relationship-management 2. https://www.lucidchart.com/blog/crm-models#:~:text=CRM%20value%20chain,or%20service%20for%20the%20customer. 3. https://www.salesforce.com/in/blog/2022/02/crm-technology.html 												
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	-	H	-	H	-	-	M	-	-	M	-	M
CO2	-	H	-	-	H	-	-	-	M	M	M	-	M
CO3	M	M	-	M	M	-	-	M	M	-	M	H	-
CO4	M	M	-	H	M	-	-	H	M	-	H	M	-
CO5	M	-	H	-	H	-	-	M	-	H	M	M	M
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Dr. V. Sudha							Dr. R. A. Ayyapparajan						

Course Code	Title		
22UBMSS02	Self-Study Paper – II - Disaster Management		
Semester: II - V	Credits: 2	ESE: 50 Marks	
(Common to all BBA AV / CA/ IB / LOGISTICS)			
Course Objective	This Course is designed to impart domain knowledge, values, capacities and skills to respond to disaster risk reduction initiatives and disasters in an effective, humane and sustainable manner.		
Course Category	Employability		
Development Needs	National		
Course Description	To understand the disaster profile of India and Geo-informatics in Disaster Management		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Develop an understanding of the key concepts, definitions a key perspective of all Hazards Emergency Management	Lecture/ Case Study	Assignment
CO2	Understand the Emergency/Disaster Management Cycle	Lecture/ Role Play	Seminar
CO3	Have a basic understanding for the history of Emergency Management	Lecture/ Peer Teaching	Seminar
CO4	Develop a basic understanding of Prevention, Mitigation, Preparedness, Response and Recovery	Lecture/ Role Play	Assignment
CO5	To acquire knowledge on recent disasters and disaster risk management	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 3	
Unit	Description	Text Book	Chapters
I	Understanding the concept and definitions of Disaster. Hazard, Vulnerability, Risk, Capacity- Disaster and Development and Disaster Management Geological disasters (Earthquake, Landslide, Tsunami, Mining) Hydro-Metrological Disaster (Floods, Cyclones, Lighting, Thunder Storms, Hail) Biological Disaster (Epidemics, Pest Attack, Forest Fire)	1 & 2	1
Instructional Hours			09 Hrs
Suggested Learning Methods: Video Lectures			
II	Disaster Management Cycle – Paradigm shift in Disaster Management- Pre disaster- Risk Analysis and Assessment Risk Mapping, Zonation and Microzonation- Prevention and Mitigation of Disaster During disaster-Evacuation – Disaster communication- Search and Rescue	2	3
Instructional Hours			09 Hrs
Suggested Learning Methods :Video Lectures			
III	Disaster profile of India - Mega Disasters of India and Lessons Learnt-Disaster Management Act 2005- Institutional and Financial Mechanism National Policy on Disaster Management, National Guidelines and Plans on Disaster Management. Role of Government (local, state and national),Non-Government and Inter Governmental Agencies	3	7
Instructional Hours			09 Hrs

Suggested Learning Methods : Video Lectures													
IV	Geo-informatics in Disaster Management (RS, GIS, GPS and RS) Disaster Communication System (Early Warning and Its Dissemination) Land Use Planning and Development Regulations Disaster Safe Designs and Constructions Structural and Non Structural Mitigation of Disasters S&T Institutions for Disaster Management in India										4	5	
Instructional Hours												09 Hrs	
Suggested Learning Methods : Video Lectures													
V	Study of Recent Disasters (Local, State And National Level) and reparation of Disaster Risk Management Plan of an Area or Sector Role of Engineers in Disaster Management Structural and Non Structural Mitigation of Disasters S&T Institutions for Disaster Management in India										5	3	
Instructional Hours												09 Hrs	
Suggested Learning Methods : Video Lectures													
Total Hours												45Hrs	
Text Books	1. Damon Coppola, Introduction to International Disaster Management, Elsevier Science (B/H), London. 3 rd Edition, 2015.												
	2. M C Gupta, Manual on natural disaster management in India, NIDM, New Delhi, 2000												
	3. R K Bhandani ,An overview on Natural & Man-made disasters and their reduction, CSIR, New Delhi, 2012.												
	4. World Disasters Report, International Federation of Red Cross and Red Crescent, Switzerland , 2009.												
	5. S L Goyal, Encyclopedia of Disaster Management, Vol I, II and III Disaster Management Policy And Administration, Deep & Deep Publications Pvt Ltd, New Delhi, India, 2006												
Reference Books	1. Angus Macleod Gunn, Encyclopedia of Disasters – Environmental Catastrophes and Human Tragedies, Vol. 1 & 2, Greenwood Press, 2008.												
	2. S L Goyal, Encyclopedia of disaster management, Vol I, II and III Disaster management policy and administration, Deep & Deep, New Delhi, 2006.												
Web. URLs	1. https://nidm.gov.in/easindia2014/err/pdf/country_profile/India.pdf												
	2. https://nidm.gov.in/easindia2014/err/pdf/themes_issue/technology/role_of_geo.pdf												
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	-	H	-	H	-	-	M	-	-	M	-	M
CO2	-	H	-	-	H	-	-	-	M	M	M	-	M
CO3	M	M	-	M	M	-	-	M	M	-	M	H	-
CO4	M	M	-	H	M	-	-	H	M	-	H	M	-
CO5	M	-	H	-	H	-	-	M	-	H	M	M	M
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
 Dr. V. Sudha							 Dr. R. A. Ayyapparajan						

