

RCS-2024

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.

REGULATIONS, SCHEME AND SYLLABUS

B. B. A. LOGISTICS



EFFECTIVE FROM 2024-2025

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 2024 - 2025

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. In addition to 5 Academic hours per day, sixth hour is used for Training the Students with Skill oriented Courses which includes Career Enhancement Courses, Value added Courses, Industrial Visits, Internships etc. Thus 90 hours in a Semester is used to enhance the skill component of the Students.

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 Educational Objectives:** PEOs outline the expected achievements of graduates, emphasizing long-term goals, industry relevance, societal impact, and ongoing growth.
- **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 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 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 'Basic 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, ten Skill Enhancement Courses are to be offered between Semesters II and VI which includes 4 Skill based Subjects, 3 placement Trainings, One Value Added Course, One Industrial visit, One Open Elective Subject. 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 II 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 II 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 II 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.
- 8. Career Enhancement Courses:** UG students shall undergo 3 Placement Training Courses offered by Nehru Corporate and Industrial Relations to enhance their employability skills. These Courses will be conducted between the semesters I and V. The training will include sessions on Resume writing, interview skills, Communication skills, Aptitude Training, and other relevant areas. One Course will be conducted for 36 hours including the Assessment with a credit weightage of one. Each student will undergo 03 placement Training Courses for 108 hours to earn 3 credits during the entire programme. The assessment will be based on Personal introduction Round, Public Speaking Skill, Group Discussion, attendance, and a Computer Based Test at the end of the course.

Each student is expected to score 75% attendance to gain marks for attendance component. However those who gain attendance between 55% and 74% are eligible for other Assessments except attendance marks.

Those who gain attendance below 55% or have not attained minimum pass mark should redo the course with other batches in the same Semester or along with Junior Batches during next Academic year. Students in the V Semester who missed the training and Assessment will be given a chance during Semester VI based on request.

9. Add-on Course

Each Department shall conduct a Value Added Course to their students during III and IV Semesters for 60 hours with 2 credits. The MoU with the Industry / Association shall be signed and the Classes shall be conducted without affecting the regular class hours. The Examination and the Assessment shall be conducted by the Industry / Association. The HoD of concerned department shall forward the marks to the Examination section during the end of semester IV for awarding credits.

10. Industrial Exploration / Corporate connect

To bridge the gap between theoretical knowledge and practical application, students must participate in Industrial Visits organised by the Departments. The visit shall be between Semesters II to V where the students undergo an Assessment after the visit within a week. The Assessment for 25 marks includes involvement in the Industrial Visit (5), Group Discussion (10) and a Quiz (10). The Assessment shall be done by the Teacher Coordinator of the Industrial Visit in the presence of the HoD.

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 Programme 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.

8. 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		

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	16 -20	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 Advanced Tamil comprising of two courses.	2	2	4	50	100

I others who do not come under a + b can choose non-major Elective comprising of three courses.(NME)					
2. Skill Enhancement Course (Discipline Specific)	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	2	2	50	50
7. Open Elective Courses	2	2	4	50	100
8. Skill Enhancement Course : Career Enhancement Courses	3	1	3	25	75
9. Skill Enhancement Course : Industry Exploration / Corporate Visit	1	1	1	25	25
Part V: Extension activities	1	2	2	50	50
		Total	150		3750
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 a duration of 3 hours and the marks out of 50 shall be forwarded to the CoE.
- For Career Enhancement Courses, Assessment / Examination shall be conducted by NCPIR.

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 and / or bilingual in certain subjects.

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	10	7
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	40	30
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
7.	Career Enhancement Courses	75
8.	Industry Exploration	25
	TOTAL	350

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

B. B. A. LOGISTICS

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.



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SCHOOL OF MANAGEMENT

B. B. A. LOGISTICS

BATCH 2024 - 2027

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	Students will apply foundational business skills needed in SCM settings.
PSO2	Students will distinguish cross-functional business processes in supply chains.
PSO3	Students will practice analytical business skills to address SCM challenges.
PSO4	Students will make decisions affecting supply chain's “plan”, “source” and “make” actions.
PSO5	Students will learn logistics procedures and documentation process.



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Scheme of Examination

B. B. A. LOGISTICS

Programme Code : UBL

(Applicable to the students admitted during the year 2024-2025 onwards)

Semester	Part	Sub. Code	Name of the Subject	Instruction hours / Week	Duration of Examination	Examination Marks			Credits
						CIA	ESE	Total	
I	I	23U1TAM101/ 24U1HIN101/ 24U1MAL101/ 24U1FRN101	Elanthamizh Rachnatmak Hindi Katha, Samskaram, Vivarthanam Français general - I	4	3	20	55	75	3
	II	24U2ENG101	Professional English I	4	3	20	55	75	3
	III	24U3BMC101	Core Paper – I : Principles of Management	5	3	25	75	100	4
		24U3BMC102	Core Paper – II : Business Environment	5	3	25	75	100	4
		24U3BMP103	Core Paper – III : Business Communication Practical	4	3	40	60	100	4
		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
		22U4HVV201	@ Value Education: Human Values and Yoga Practice	1	-	-	-	-	-
				30				600	24
II	I	23U1TAM202/ 24U1HIN202/ 23U1MAL202/ 24U1FRN202	Pynthamizh Sanchar Hindi Novalum Bhashaapadanavum Français general - II	4	3	20	55	75	3
	II	24U2ENG202	Professional English II	4	3	20	55	75	3
	III	24U3BMC204	Core Paper – IV : Organizational Behaviour	5	3	20	55	75	3
		24U3BMC205	Core Paper – V : Managerial Economics	5	3	20	55	75	3
		24U3BMP206	Core Paper – VI : PC Software (Libre Office) Practical	4	4	30	45	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
		22U4HVV201	@ Value Education: Human Values and Yoga Practice	1	2	50	-	50	2
		24U4SEC201	Skill Enhancement Course I – Career Foundation Skills	2	2	-	-	25	1
				32				600	24

III	I	23U1TAM303/ 24U1HIN303/ 24U1MAL303/ 24U1FRN303	Arunthamizh Sahityak Hindi Kavithayum Smaranayum Français general - III	4	3	20	55	75	3
	II	24U2ENG303	Communicative English Practical – I	4	3	30	45	75	3
	III	24U3BMC307	Core Paper – VII : Accounting for Business	4	3	20	55	75	3
		24U3BMC308	Core Paper – VIII : Principles of Marketing	3	4	20	55	75	3
		24U3BLC309	Core paper – IX : Introduction to Logistics Management	4	3	20	55	75	3
		24U3BMA303	Allied Paper – III : Business Law	4	3	25	75	100	4
	IV	24U4BMZ301	Skill Enhancement Course II – Tally 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 Enhancement Course III - Extra Departmental Elective Course	2	3	-	50	50	2
		24U4SEC302	Skill Enhancement Course IV – Employment Enhancement Training	2	2	-	-	25	1
				32				675	27
IV	I	23U1TAM404/ 24U1HIN404/ 24U1MAL404/ 24U1FRN404/	Muthamizh Prayogik Hindi Drisyakalaa Saahithyam Français general - IV	4	3	20	55	75	3
	II	24U2ENG404	Communicative English Practical – II	4	3	30	45	75	3
	III	24U3BMC410	Core Paper – X : Production and Inventory Management	3	3	20	55	75	3
		24U3BMC411	Core Paper – XI : Business Research Methods	4	4	25	75	100	4
		24U3BLC412	Core Paper – XII : Air Cargo Logistics	4	3	20	55	75	3
		24U3BMA404	Allied Paper – IV : Advertising and Sales Promotion	4	3	25	75	100	4
	IV	24U4BMZ402	Skill Enhancement Course V – Data Analysis using SPSS Practical I	3	3	30	45	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
		24U4BLVALC	Skill Enhancement Course VI - Add on Course – Institute Industry Linkage	4	-	-	-	50	2
				34				725	29

V	III	24U3BMC513	Core Paper – XIII : Financial Management	5	3	20	55	75	3
		24U3BMC514	Core Paper – XIV : Human Resource Management	4	3	20	55	75	3
		24U3BLC515	Core Paper – XV : Warehousing and Distribution Management	4	3	20	55	75	3
		24U3BLC516	Core Paper – XVI : Logistics and Supply Chain Management	5	3	20	55	75	3
		24U3BLC517	Core Paper – XVII : Documentations of Exports and Imports	4	3	20	55	75	3
		24U3BMT501	Internship		3	50	-	50	2
		23U3BME501/ 24U3BLE502/ 23U3BDV503	Discipline Specific Elective I	4	3	25 / 40	75 / 60	100	4
	IV	24U4BMZ503	Skill Enhancement Course VII – Data Analysis using SPSS Practical II	4	3	30	45	75	3
		24U4SEC503	Skill Enhancement Course VIII – Campus to Corporate	2	2	-	-	25	1
		24U4SEC504	Skill Enhancement Course IX – Industrial Exploration	2	2	-	-	25	1
				34				650	26
VI	III	24U3BMC618	Core Paper – XVIII : Strategic Management	5	3	20	55	75	3
		24U3BMV619	Core Paper – XIX : Project and Viva Voce	10	3	40	60	100	4
		23U3BLE604/ 23U3BDT605/ 23U3BME606	Discipline Specific Elective II	5	3	25 / 40	75 / 60	100	4
		23U3BLE607/ 23U3BDT608/ 23U3BME609	Discipline Specific Elective III	5	3	25 / 40	75 / 60	100	4
	IV	24U4BMZ604	Skill Enhancement Course X – Soft Skills and Personality Development Practical	5	3	30	45	75	3
	V	22U5EXT601	Extension Activities	-	-	50	-	50	2
				30				500	20
Total								3750	150
Additional Credit (Optional)			Semester II - VI						10 \$

Basic Tamil -Students who have not studied Tamil upto 12th standard.

Advanced Tamil – Students who have studied Tamil language upto 12th standard and chosen other languages under part I of the programme but would like to advance their Tamillanguage 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 and CGPA calculation

List of Elective papers (Choose any one of the paper)

Elective	Subject Code		Name of the Subject
Discipline Specific Elective I	23U3BME501	A	Intellectual Property Rights
	24U3BLE502	B	Total Quality Management
	23U3BDV503	C	Mini Project
Discipline Specific Elective II	23U3BLE604	A	Retail Logistics
	23U3BDT605	B	Onsite Learning in Air Cargo
	23U3BME606	C	Brand Management
Discipline Specific Elective III	23U3BLE607	A	Principles of Export Management
	23U3BDT608	B	Onsite Learning in Shipping Industry
	23U3BME609	C	Entrepreneurship and Small Business Management

Extra Departmental Course offered by the Department to other Department Students

S. No	Subject Code	Name of the Subject
1	24U4BM3ED1	Data Analysis using Excel Practical
2	24U4BM3ED2	Soft Skill Development Practical

- Students need to opt a Course other than the Course offered by their department.

Intra School Course - Value Based Open Elective Courses

S. No.	Subject Code	Name of the Subject
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 Intellectual Property Rights
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 Business Administration Department

S. No.	Semester	Subject Code	Name of the Subject
1	Semester II to V	22UBMSS01	Customer Relationship Management
2		22UBMSS02	Disaster Management

(Signature)
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

(Signature)
Academic Council
 Dr. B. Anirudhan
 Chairman
 Nehru Arts and Science College

SYLLABUS

Course Code		Title	
23U1TAM101		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. ஐங்குறுநாறு 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/2SMM5LvZY00											
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			
24U1HIN101	Part - 1 - Rachnathmak Hindi (रचनात्मक हिंदी)		
Semester: I	Credits:3	CIA: 20 Marks	ESE: 55Marks
(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	Improves Accuracy & Quality, Improves Communication Skills		
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(भाग - 1)	1	All
Instructional Hours			12
Suggested Learning Methods: Visual Learning			
II	नाटक लड़ाई - 1979 - सर्वेश्वर दयाल सक्सेना (भाग- 2)	1	4
Instructional Hours			12
Suggested Learning Methods: Visual Learning			
III	कहानियाँ : ठाकुर का कुआँ - मुंशी प्रेमचंद मजबूरी - मन्नू भंडारी चीफ की दावत - भीष्म साहनी भोलाराम का जीव - हरिशंकर परसाई	1	3
Instructional Hours			12

Suggested Learning Methods : Comprehensive writing													
IV	1. अनुप्रयुक्त व्याकरण - संज्ञा, सर्वनाम, क्रिया और विशेषण की पहचान करना। 2.विज्ञापन लेखन। 3. दिए गए संकेतों से कहानी लेखन।											3	2
Instructional Hours													12
Suggested Learning Methods : Auditory, Visual													
V	अनुवाद : अंग्रेज़ी से हिंदी (अनुवाद अभ्यास - 3) 1 - 10 अनुच्छेद।											5	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. भाषा शास्त्र 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	H	M	M	M	H	H	-	-	-	-	-
CO2	M	M	H	L	M	H	M	M	-	-	-	-	-
CO3	H	M	M	M	M	H	M	H	-	-	-	-	-
CO4	M	M	M	M	H	L	H	H	-	-	-	-	-
CO5	H	H	M	M	H	M	M	M	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by								Verified by					
Ms. Krishnendu P.M								Ms. Heera P.K					

Course Code			
24U1MAL101		Part - 1 KADHA, SAMSKAARAM, VIVARTHANAM (കഥ, സംസ്കാരം, വിവർത്തനം)	
Semester: I	Credits: 3	CIA: 20 Marks	ESE: 55 Marks
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 കഥാപാരിസരം	Case studies	Group Project
CO 3	കേരളസംസ്കാരത്തിന്റെ ഉള്ളറകളിലേക്ക് വിദ്യാർത്ഥിയുടെ ശ്രദ്ധ ക്ഷണിക്കുന്നു	Lectures / Video Lessons	Seminar
CO 4	സംസ്കാരപഠനത്തിന്റെ ആവശ്യകത ബോധ്യപ്പെടുത്തുന്നു	Lecture / Video Methods	Assignment
CO 5	വിവർത്തനം- പ്രായോഗികപരിശീലനം	Lecture /Writing Practice	Seminar
Offered by	Malayalam		
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	ചെറുകഥകൾ - സമകാലിക കഥകൾ	1	1 to 5
	1 പരുന്ത് - ഇ.സന്തോഷ്കുമാർ		
	2 പാലാഴിമഥനം - കെ.രേഖ		
	3 കളവാഴ - വി.എം .ദേവദാസ്		
	4 കക്കുകളി - ഫ്രാൻസിസ് നൊറോണ		
	5 ബിരിയാണി - സന്തോഷ് ഏച്ചിക്കാനം		
Instructional Hours			12
Suggested Learning Methods : Visual Learning			
II	നവോത്ഥാനകഥകൾ	1	6 to 10
	1 വെള്ളപ്പൊക്കത്തിൽ - തകഴി		
	2 പ്രതിജ്ഞ - പി. കേശവദേവ്		
	3 മരപ്പാവകൾ - കാശ്ശൂർ		
	4 മാണിക്കൻ - ലളിതാംബിക അന്തർജനം		
	5 ജന്മദിനം - ബഷീർ		
Instructional Hours			12
Suggested Learning Methods : Visual Learning			
III	1 നാട്ടറിവുകളുടെ ഉള്ളറകളിലേക്ക്	1	1,2,3
	2 കാവ്യാംശം കടംകഥകളിൽ		
	3 ഗ്രാമ്യഭാഷയിലെ അർത്ഥതലങ്ങൾ		
	4 നാട്ടറിവുകളിലെ മൊഴിയഴകുകൾ		
Instructional Hours			12

Suggested Learning Methods : Auditory, Visual													
IV	1 ഓണവും നാട്ടറിവുകളും 2 നാടൻ കളിക്കളങ്ങളിൽ അൽപ്പനേരം 3 കാർഷിക സംസ്കാരം നാടോടിപ്പാട്ടുകളിൽ			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 - നാട്ടറിവുകളുടെ ഉള്ളറകളിലേക്ക്- വട്ടപ്പറമ്പിൽ പീതാംബരൻ - കേരള ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട് , തിരുവനന്തപുരം. 3 നവമാധ്യമങ്ങൾ - ടി.കെ .സന്തോഷ്കുമാർ ഡി.സി.ബുക്ക്സ് കോട്ടയം.												
	1 എം. അച്യുതൻ - ചെറുകഥ ഇന്നലെ ഇന്ന് - ഡി.സി.ബുക്ക്സ് കോട്ടയം 2 ചെറുകഥയുടെ ചരന്ദ്രം- വി. രാജകൃഷ്ണൻ മാതൃഭൂമി ബുക്ക്സ് കോഴിക്കോട് 3 പുതിയ കഥ പുതിയ വായന - എഡി : ഡോ.ഷീബാ ദിവാകരൻ പുസ്തകലോകം പ്രസദ്ധീകരണം 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	L	H	M	H	H	-	-	-	-	-	-	-
CO2	M	H	H	L	H	M	-	-	-	-	-	-	-
CO3	H	M	H	M	M	H	-	-	-	-	-	-	-
CO4	H	M	L	M	L	H	-	-	-	-	-	-	-
CO5	N	H	L	H	H	M	-	-	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by						Verified by Chairman							
Ms. N. RAJANI						Dr. SMITHA C. R.							

Course Code	Title		
24U1FRN101	Part–I: Français général - I		
Semester :I	Credits : 3	CIA: 20Marks	ESE : 55 Marks
Common to All UG Programmes			
Course Objective	To understand speak, write and read simple, standard speech which is very slow and is carefully articulated and can recognize familiar words and very basic phrases		
Course Category	Skill Development		
Development Needs	Global		
Course Description	Improved accuracy & quality, improved communication		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Comprehend Basic Vocabulary	Lecture	Assignment
CO2	Understand basic syntax and grammar patterns	Word game/Lecture	Spelling Test
CO3	Converse slowly in known situations	Lecture/ Video Lessons	Verbal Test
CO4	Translate small basic sentences	Role play/ Tutorial	Assignment
CO5	To develop the ability to understand and communicate	Role SSSSplay/Lecture	Group project
Offered by	Department of French		
Course Content		Instructional Hours/Week: 4	
Unit	Description	Text Book	Chapters
I	• Testons nos connaissances • Disons et épelons nos noms et prénoms • Entrons en contact • Donnons des informations personnelles • Entraînement	1	1
Instructional Hours			12
Suggested Learning Methods : Worksheet			
II	• Echangeons sur nos préférences musicales • Parlons de nos goûts et de nos activités • Posons des questions personnelles • Entraînement	1	2
Instructional Hours			12
Suggested Learning Methods: Kahoot App			
III	• Echangeons sur nos différences • Présentons notre famille	1	3
Instructional Hours			12

Suggested Learning Methods: Audio& Visual													
IV	• Parlons de notre nationalité • Entraînement • Parlons de sport										1	4	
Instructional Hours											12		
Suggested Learning Methods: Comprehensive Writing													
V	• Echangeons sur nos activités sportives • Décrivons des personnes • Entraînement										1	5	
Instructional Hours											12		
Suggested Learning Methods: Translating simple sentences													
Pages 11 to 62											Total Hours	60	
Text Books		Adomania 1 – Méthode de Français											
Reference Books		Latitudes 1											
Web. URLs		Lingua.com, Duolingo App, You Tube Videos											
Tools for Assessment (20Marks)													
CIAI		CIAII		CIAIII		Assignment		Spelling Test		Verbal Test		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	H	H	-	-	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by								Verified by Chairman					
Mr. D. Balaji								Mr. D. Balaji					

Course Code	Title		
24U2ENG101	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/ National/ Regional		
Course Description	SD: Helps to enhance LSRW skill		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Recognize listening, and reading proficiency through the prose discourses	Lecture	Assignment
CO 2	Use and interpret imaginative, and creative skills through the poetic genre	Tutorial	Assignment
CO 3	Enhance the students to use English effectively through short stories	Tutorial	Speaking
CO 4	Execute and exercise grammatical skills in academics and career	Lecture	Speaking
CO 5	Evaluate the LSRW skills through literature.	Lecture	Group Project
Offered by	Department of English		
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	Prose Rajagopalachari – Tree Speaks A.G. Gardiner – On the Rule of the Road Listening Activity – Comprehension practice from Prose. Speaking Activity – Self Introduction, Expressing Opinion	1	1-3
Instructional Hours			12
Suggested Learning Methods : Flipped Learning			
II	Poetry John Milton – On His Blindness A. K. Ramanujan – A River Speaking Activity: Group Discussion, Review of the poem Reading Activity: Reading the Poem, Article & NEWS	1	4-6
Instructional Hours			12
Suggested Learning Methods : Scaffolding			

III	Short Stories O. Henry – The Last Leaf Oscar Wilde – The Happy Prince Listening Activity: Listening to Hints & Develop the story Reading Activity – Pronunciation Practice and Enhancement from Short – stories		1	7-9									
	Instructional Hours			12									
	Suggested Learning Methods : Pre- Reading												
IV	Grammar Parts of Speech – Tenses - Kinds of Sentences – Abbreviation & Acronyms, Modal Verbs, Sentence Pattern		1	10-13									
	Instructional Hours			12									
Suggested Learning Methods : Task Based													
V	Writing Skills Letter Writing (Formal & Informal) – Notice, Writing Circular Memo, Advertisement, Note Making, Mind Mapping.		1	14-17									
	Instructional Hours			12									
Suggested Learning Methods : Task Based													
Total Hours			60 Hrs										
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		1. https://youtu.be/CEh3OQPgvK4?si=bO5mL_kaorGZQ77X 2. https://litmarked.com/on-the-rule-of-the-road-summary-and-analysis/#:~:text=On%20The%20Rule%20of%20The%20Road%20by%20A.G.%20Gardiner%20is,the%20liberty%20enjoyed%20by%20all. 3. https://englishsummary.com/summary-on_his-blindness-milton/ 4. https://en.wikipedia.org/wiki/The_Last_Leaf 5. https://englishliteraturezone.com/a-river-by-a-k-ramanujan-summary/ 6. https://byjus.com/english/english-grammar/											
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Assignment	Speaking	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	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						
S. Kavitha							Dr. R. Malathi						

Course Code		Title		
24U3BMC101		Core Paper – I : Principles of Management		
Semester : I		Credits : 4	CIA : 25 Marks	ESE : 75 Marks
(Common to B. B. A. CA/ IB / LOG / AV)				
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. Evolution of Management Thought - Is Management Art or Science.			21& 2
	Exploration of key management concepts from Indian philosophy(Vedanta) and their implications.			33
	Managerial Functions: An overview of functional areas of Management, Levels of Management.			11
Instructional Hours				15
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.			13,5&6
	Decision Making: Decision Making Meaning- Steps and Process.			
	Application of Indian philosophical principles in decision-making processes. Examination of the concept of dharma (duty, righteousness) and its role in ethical decision making.			33
Instructional Hours				15
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					
Suggested Learning Methods : Debate													
IV	Staffing: Nature & Scope of Staffing, Manpower Planning, Selection & Training, Performance Appraisal.						2	26					
	Directing: Nature, Significance, and its principles. Leadership – Meaning – Styles.						1	17					
Instructional Hours								15					
Suggested Learning Methods : Role Play													
V	Controlling: Meaning and Importance – Process of Controlling						1	18					
	Reporting: Meaning, Methods, Kinds of Report							9					
	Mini Case Analysis						-	-					
Instructional Hours								15					
Suggested Learning Methods : Just a Minute Presentation													
Total Hours								75					
Text Books		1. C.B Gupta, Business Management, Ninth edition, 2012, Sultan Chand Sons, New Delhi. 2. L.M.Prasad, Principles and practice of Management, 2018, Sultan Chand & Sons, New Delhi. 3. Devdutt Pattanaik, Business Sutra: A Very Indian Approach to Management, Aleph Book Company, First Edition, 2015.											
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						
Dr. C. Hariharasudhan							Dr. T. Sudha						

Course Code		Title			
24U3BMC102		Core Paper - II : Business Environment			
Semester : I		Credits : 4	CIA : 25 Marks	ESE : 75 Marks	
(Common to B. B. A. CA/ IB / LOG / AV)					
Course Objective		Launch and grow a business venture with in 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.		VideoLectures	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
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
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
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
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
Suggested Learning Methods : Group Discussion													
Total Hours													75
Text Books	1. Bhushan.Y.K. Fundamentals of Business Organisation & Management, Sultan Chand & Sons, 2018. 2. Francis Chernilam, Business Environment Text and Cases, Eastern Book Company, 2014.												
Reference Books	1. Aswathappa, Essentials of Business Environment, Himalaya Publishing House, New Delhi, 2017 2. Mishra and Puri, Indian Economy, Himalaya Publishing House, New Delhi, 2015.												
Web. URLs	1. https://www.taxmann.com/post/blog/business-environment-meaning-characteristics-and-importance/ 2. https://www.youtube.com/watch?v=EK53DG6BRJ8												
Tools for Assessment (25 Marks)													
CIA I		CIA II		CIA III		Seminar		Assignment		Field Visit		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	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					
Dr. V. Sudha								Dr. T. Sudha					

Course Code		Title			
24U3BMP103		Core Paper – III : Business Communication Practical			
Semester : I		Credits : 4	CIA : 40 Marks	ESE : 60 Marks	
(Common to B. B. A. CA/ IB / LOG / AV)					
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 / Skill Development			
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	Group Discussion	
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 – Technology and communication – Barriers to communication			2	1,3&5
Instructional Hours					12
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
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
Suggested Learning Methods : Role Play					

H-High; M-Medium; L-Low	
Course designed by	Verified by
Dr. S. Jesintha	Dr. T. Sudha

Course Code	Title		
23U3MDA101	Allied Paper: I – Mathematics for Management I		
Semester: I	Credits : 4	CIA: 25 Marks	ESE: 75 Marks
(Common to B. B. A. CA / IB / LOG / AV)			
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			
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			
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			

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													
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													
Total Hours			75										
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):	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):	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	சிறுநிலக்கியங்களின் 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	1. திருமந்திரம் - மூன்றாம் தந்திரம் (அதிகாரம் 2) 2. நாலாயிரத் திவ்வியப்பிரபந்தம்- பெரியாழ்வார் 3. மாணிக்கவாசகர்-எட்டாம் திருமுறை 4. திருநாவுக்கரசர்- திருவரங்கமாலை		அட்டமாசித்திகள் திருப்பல்லாண்டு அச்சோப்பதிகம் நான்காம் திருமுறை - தேவாரம்
Instructional Hours				12 Hours
Suggested Learning Methods: ஆன்மிக சிந்தனைத்திறன் பெற்றமை				
II	சிறுநிலக்கியங்கள்	1. கலம்பகம் - நந்திக்கலம்பகம் 2. பள்ளு – முக்கூடற்பள்ளு 3. குறவஞ்சி – திருக்குற்றாலக்குறவஞ்சி 4. பிள்ளைத்தமிழ் - மீனாட்சியம்மை பிள்ளைத்தமிழ் 5. பட்டினத்தார் பாடல்கள்		91 -100 பாடல்கள் 350 - 360 செய்யுள்கள் 1-10 செய்யுள்கள் 1 -10 செய்யுள்கள் 358 - 367 பாடல்கள்
Instructional Hours				12 Hours
Suggested Learning Methods : கலந்துரையாடல்				
III	நாவல்	1. இமையம் (வெ.அண்ணாமலை)		செல்லாத பணம்
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 மாணவர்களுக்குரிய 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		
24U1HIN202		Part - 1 Sanchar Hindi (संचार हिन्दी)		
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		National		
Course Description		Improves Reading and Translation Skills.		
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 : पंचवटी- मैथिली शरण गुप्त		1	All
Instructional Hours				12
Suggested Learning Methods: Visual Learning				02 Hrs
II	एकांकी संग्रह : 1. तौलिया - उपेन्द्र नाथ अशक 2. रीढ़ की हड्डी - जगदीश चंद्र माथुर 3. सिपाही की माँ - मोहन राकेश		1	3
Instructional Hours				12
Suggested Learning Methods: Auditory				02 Hrs
III	पत्र लेखन :छुट्टी पत्र संपादक को पत्र पुस्तकों के लिए आदेश पत्र नौकरी के लिए आवेदन पत्र		1	5

	निजी पत्र।												
Instructional Hours			12										
Suggested Learning Methods : Comprehensive writing			02 Hrs										
IV	अनुवाद : हिंदी से अंग्रेजी (अनुवाद अभ्यास 1 – 10 passages)	3	2										
Instructional Hours			12										
Suggested Learning Methods : Auditory, Visual			02 Hrs										
V	बोलचाल की हिन्दी : शिक्षक- विद्यार्थी, ग्राहक-दुकानदार, डॉक्टर - रोगी, साक्षात्कार, दो यात्री, माँ - बेटा	5	6										
Instructional Hours			12										
Suggested Learning Methods : Comprehensive writing			02 Hrs										
Total Hours			60										
Reference Books		1. आधुनिक हिंदी काव्य : पंचवटी - मैथिली शरण गुप्त- 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 विजय पाल 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	M	H	H	M	L	M	H	M	-	-	-	-	-
CO2	M	M	H	M	H	H	H	M	-	-	-	-	-
CO3	H	L	M	H	M	H	M	M	-	-	-	-	-
CO4	H	M	M	H	H	M	H	H	-	-	-	-	-
CO5	M	H	M	M	M	M	M	M	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by								Verified by					
Ms. Krishnenedu P.M								Ms. Heera P.K					

Course Code			
23U1MAL202		Part – I : Novalum Bhashaapadanavum	
Semester : II		Credits : 3	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		
24U1FRN202	Part-I: Français général - II		
Semester : II	Credits : 3	CIA:20Marks	ESE : 55 Marks
Common to all UG Programmes			
Course Objective	To understand speak, write and read simple, standard speech which is very slow and is carefully articulated and can recognize familiar words and very basic phrases		
Course Category	Skill Development		
Development Needs	Global		
Course Description	Improved accuracy & quality, improved communication		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Comprehend day to day conversations	Lecture	Assignment
CO2	Understand basic culture and literature of France	Word game/Lecture	Spelling Test
CO3	Converse slowly in known situations	Lecture/Video Lessons	Verbal Test
CO4	Translate small paragraph of known texts	Role play/ Tutorial	Assignment
CO5	To develop the ability to understand and communicate	Role play/Lecture	Group project
Offered by	Department of French		
Course Content		Instructional Hours/Week: 4	
Unit	Description	Text Book	Chapters
I	- Parlons de la vie au collège - Parlons de notre emploi du temps - Fixons un rendez-vous - Entraînement	1	1
Instructional Hours			12
Suggested Learning Methods : Worksheet			
II	- Parlons de la mode - Parlons de nos achats - Décrivons notre style - Entraînement	1	2
Instructional Hours			12
Suggested Learning Methods: Kahoot App			
III	- Décrivons notre logement - Organisons notre chambre	1	3
Instructional Hours			12
Suggested Learning Methods: Audio & Visual			

IV	• Parlons de nos activités quotidiennes • Entraînement • Parlons de destinations de rêve	1	4
Instructional Hours			12
Suggested Learning Methods: Comprehensive Writing			
V	• Faisons des projets de vacances • Racontons un voyage • Entraînement	1	5
Instructional Hours			12
Suggested Learning Methods: Translating simple sentences			
Total Hours			60

Text Books	Adomania 1 – Méthode de Français
Reference Books	Latitudes 1
Web.URLs	Lingua.com, Duolingo App, You Tube Videos

Tools for Assessment (20Marks)

CIAI	CIAII	CIAIII	Assignment	Spelling Test	Verbal Test	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	H	H	-	-	-	-	-	-	-

H-High; M-Medium; L-Low

Course designed by	Verified by Chairman
Mr. D. Balaji	Mr. D. Balaji

Course Code		Title		
24U2ENG202		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/ National/ Regional		
Course Description		SD: Helps to develop LSRW skill		
Course Outcomes		Teaching Methods	Assessment Methods	
CO 1	Mastering life skills through prose discourse.		Lecture	Assignment
CO 2	Acquire ethics and values through poetic genre.		Lecture	Assignment
CO 3	Recognise the nuances of English language through short stories.		Role Play	Speaking
CO 4	Enhance fluency over language with self-confidence.		Tutorial	Album
CO 5	Examine how the language is used in literature and develop LSRW Skills		Tutorial	Album
Offered by		Department of English		
Course Content			Instructional Hours / Week : 4	
Unit	Description		Text Book	Chapters
I	Prose Mahatma Gandhi - Women Not the Weaker Sex Isaac 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 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 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											
Suggested Learning Methods : Activity Based Learning													
Total Hours												60 Hrs	
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		1. https://sujarithasaravanan.blogspot.com/2020/05/women-not-weaker-sex-summary.html 2. https://interestingliterature.com/2022/05/isaac-asimov-the-fun-they-had-summary-analysis/ 3. https://www.poetryfoundation.org/poems/42891/stopping-by-woods-on-a-snowy-evening 4. https://www.reddit.com/r/Poetry/comments/1duiqpe/ode_on_solitude_by_alexander_pope_poem/?rdt=59291 5. https://tnpsc.academy/unit/the-cat-and-the-painkiller/											
Tools for Assessment (20 Marks)													
CIA I		CIA II		CIA III		Assignment		Speaking		Album		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					
Mr. D. Pradeek								Dr. R. Malathi					

Course Code		Title		
24U3BMC204		Core Paper – IV : Organizational Behaviour		
Semester : II		Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to B. B. A. CA / IB / LOG / AV)				
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
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.			
Instructional Hours				15
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
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	
Suggested Learning Methods : Flipped Classroom													
V	Leadership - Types - Theories – Trait, Managerial Grid, Fiedder’s contingency										3	15	
	Counselling - Meaning - Importance of counsellor – types of counselling - merits of counselling.										1	10	
	Mini Case Analysis										-	-	
Instructional Hours												15	
Suggested Learning Methods : Just a Minute Presentation													
Total Hours												75	
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 (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	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					
Dr. T. Sudha								Dr. T. Sudha					

Course Code		Title			
24U3BMC205		Core Paper – V : Managerial Economics			
Semester : II		Credits : 3	CIA : 20 Marks	ESE : 55 Marks	
(Common to B. B. A. CA / IB / LOG / AV)					
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
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
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
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										
Suggested Learning Methods : Survey Method													
V	Government and Business: Performance of Enterprises in India. National Income, Inequalities of Income and Economic Sustainable Development.	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										
Suggested Learning Methods : Real Time Case Discussions													
Total Hours			75										
Text Books	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	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	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	PO 5	PO6	PO7	PO8	PSO 1	PSO 2	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					
Dr. S. Jesintha								Dr. T. Sudha					

Course Code		Title		
24U3BMP206		Core Paper – VI : PC Software (Libre Office) Practical		
Semester : II		Credits : 3	CIA : 30 Marks	ESE : 45 Marks
(Common to B. B. A. CA / IB / LOG / AV)				
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: 4	
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													
60													
Web. URLs	1. https://www.vfu.bg/en/e-Learning/Computer-Basics--computer_basics2.pdf 2. https://ptgmedia.pearsoncmg.com/images/9780735623026/samplepages/9780735623026.pdf 3. https://www.keynotesupport.com/excel-basics/excel-for-beginners-guide.shtml 4. https://www.mta.ca/uploadedFiles/Community/Administrative_departments/Human_Resources/Training_and_professional_development/Classroom/Excel%20Training%20-%20Level%201.pdf 5. https://www.mta.ca/uploadedFiles/Community/Administrative_departments/Human_Resources/Training_and_professional_development/Classroom/Excel%20Training%20-%20Level%201.pdf 6. https://excelwithbusiness.com/blog/use-vlookup-hlookup-index-match-excel/ 7. https://www.excelfunctions.net/excel-functions-list.html 8. 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							
4	4	4	7	7	4	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					
Ms. B. Nandhini								Dr. T. Sudha					

Course Code	Title		
23U3MDA202	Allied Paper: II – Mathematics for Management II		
Semester: II	Credits : 4	CIA: 25 Marks	ESE: 75 Marks
(Common to B. B. A. CA / IB / LOG / AV)			
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			
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			

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													
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													
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													
Total Hours			75 Hrs										
Text Books		Kalavathy, Operations Research , Vikas Publishing House Pvt. Ltd, 2009											
Reference Books		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		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
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. N. Saranya	Dr. N. Saranya

Course Code	Title	
22U4HVVY201	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

ASANAS

Standing Posture: Tadasana, Utkattasana, arthaKadi Chakrasana, Trikonasana, Artha Chandrarasana, Padahastasana, Virabhadrasana, Vrikshasana, Artha, Natarajasana.

V

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. K. Sumathi

Course Code		Title	
24U4SEC201		Skill Enhancement Course I - Career Foundation Skills	
Semester: II		Credit: 1	CIA: 25 Marks
Course Objective		The objective of this course is to foster the students' comfort in English Communication. To familiarise students in solving basic quantitative aptitude problems.	
Course Category		Skill Development, Employability, Entrepreneurship	
Development Needs		Global	
Course Description		This course is a part of series of 3 courses aimed at enhancing the industry readiness of the students. This series aims at honing their multiple intelligence like Numerical, Linguistic, and Logical, spatial and interpersonal intelligence.	
Course Outcomes			
CO 1	Students will be able to participate in any learning activity without any reservations. They shall be ready to move beyond their comfort zone to acquire new skills throughout their life.		
CO 2	Students shall understand and appreciate the importance of English in the current global scenario and make efforts towards up skilling the same.		
CO 3	Students shall make a conscious effort toward speaking in English, they shall prepare and try the same team and paired activities in the given context. – Level 1		
CO 4	They shall demonstrate a good understanding of basic mathematical concepts required to learn engineering. To use appropriate strategies and shortcuts to improve speed and accuracy in solving aptitude problems during recruitment processes		
CO 5	Demonstrate good logical thinking and thought process in approaching various Business scenarios.		
Offered by		NCPIR	
Course Content			
Unit	Description		
I	Introduction & Orientation Introduction about the training – NCPIR - Course Introduction - Overcoming the shyness- Training expectations - Communication Pre-assessments APR101		
Instructional Hours			6
II	Speaking Skills Communication Skills - Importance of English - Challenges faced in English communication - Pronunciation - Fluency-Vocabulary- Grammar - Developing a globally comprehensible accent- How to develop a neutral accent - Overcoming MTI. Speech Craft Activities - Chart Presentation – My Buddy, APO101, APO102		
Instructional Hours			12
III	Verbal Ability Tenses- usage of tenses - common errors in English - Avoiding common mistakes in spoken communication- Synonyms & Antonyms - Assessments - AUA101, AUA102		
Instructional Hours			6
IV	Numerical Aptitude Introduction - Divisibility Test -Problems on Numbers, Average, Percentage, Profit & Loss –Unit Assessment AUA103, AUA104, AUA105, AUA106		
Instructional Hours			8
V	Logical Reasoning Number Series, Letter Series, Coding & Decoding - Assessment AUA107, AUA108		
Instructional Hours			4
Total Hours			36 Hrs

Course Code		Title		
23U1TAM303		Part -I : Arunthamizh (அருந்தமிழ்)		
Semester: III		Credits: 3	CIA: 20 Marks	ESE: 55 Marks
Course Objective		தமிழ்க் காப்பியங்களின் வழி அறும் 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, அறும் 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 சு. 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. Satheesh Kumar								Dr. A. Sridevi					

Course Code	Title		
24U1HIN303	Part I- Sahityak Hindi (साहित्यिक हिंदी)		
Semester: III	Credits:3	CIA:20Marks	ESE:55Marks
(Common to all UG Programmes)			
Course Objective	चुनिंदा कविताओं के माध्यम से हिंदी कविता का 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	National		
Course Description	Improves Writing Skills.		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	छात्र हिंदी भाषा से अच्छी तरह वाकिफ हो सकेंगे।	Role play	Assignment
CO2	व्यक्तिगत अनुभवों को पहचान करे जिनका उपयोग कविताएं लिखते समय किया जा सकता है।	Group learning Acting	Seminar
CO3	कविता के मूल शब्दावली और व्यावहारिक तत्वों को समझें।	Story Narration	Assignment
CO4	छात्रों को रचनात्मक लेखन में अच्छा अभ्यास मिलेगा।	Group learning And Worksheets	Group Project
CO5	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 -अंधेर नगरी:(भारतेन्दु हरिश्चन्द्र)।	1	3
Instructional Hours			12
Suggested Learning Methods: Visual Learning			02Hrs
II	प्राचीन काव्य : कबीर के दोहे (10दोहा)। सूरदास के पद (4पद)(काव्य तरंग)।	1	2
Instructional Hours			12
Suggested Learning Methods: Auditory			02Hrs
III	1. आधुनिक काव्य: साथ भाइयों के बीच चंपा - कात्यायनी, मेरा नया बचपन-सुभद्राकुमारी चौहान। 2. अलंकार : अर्थालंकार और शब्दालंकार ।	1	3
Instructional Hours			12

Suggested Learning Methods: Comprehensive Writing												02Hrs		
IV		1.संक्षिप्तीकरण । 2.दिए गए चित्र पर कुछ वाक्य लिखना।									1		2	
Instructional Hours												12		
Suggested Learning Methods: Auditory, Visual, Comprehensive												02Hrs		
V		1. गद्यांश लेखन, वाक्य शुद्धि, शब्द शुद्धि। 2. अनेक शब्द केलिए एक शब्द।									1		4	
Instructional Hours												12		
Suggested Learning Methods: comprehensive writing												02Hrs		
Total Hours												60Hrs		
Text Books		1.नाटक - अंधेर नगरी - (भारतेन्दु हरिश्चन्द्र)। 2.साथ भाइयों के बीच चंपा - कात्यायनी, 3. मेरा नया बचपन - सुभद्राकुमारी चौहान।												
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)														
CIAI		CIAII		CIAIII		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	M	M	L	H	M	-	-	-	-	-	
CO2	H	H	H	L	L	H	M	H	-	-	-	-	-	
CO3	L	M	L	L	M	H	M	L	-	-	-	-	-	
CO4	M	M	M	M	H	L	L	L	-	-	-	-	-	
CO5	M	L	L	M	H	L	L	H	-	-	-	-	-	
H-High ;M-Medium; L-Low														
Course designed by								Verified by						
Ms. Krishnendu P.M								Ms. Heera P.K						

Course Code		Title			
24U1MAL303		Part 1 – Kavithayum Smaranayum (കവിതയും സ്മരണയും)			
Semester: III		Credits: 3	CIA: 20 Marks	ESE: 55 Marks	
Course Objective		കവിതാ സാഹിത്യ പരിചയത്തോടൊപ്പം പുതുകവിതകളെ 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			Assessment Methods	Assessment Methods	
CO 1	കവിതയിലൂടെയുള്ള സംവേദനം		Smart boards/ chalk and Talk	Assignment	
CO 2	പുതുകവിതകളിലെ ലാളിത്യം , വീഷയ സ്വീകരണത്തിൽ വന്ന മാറ്റങ്ങൾ		Group learning	Seminar	
CO 3	ആധുനിക കവിതകളിലെ കാൽപനിക ഭാവം , പ്രമേയപരമായ സവിശേഷതകൾ		Peer Teaching	Assignment	
CO 4	പത്തൊമ്പതാം നൂറ്റാണ്ടിൽ നിലനിന്നിരുന്ന സാമൂഹികാവസ്ഥ ,കീഴാളവിഭാഗം അനുഭവിച്ചിരുന്ന അടിച്ചമർത്തൽ		Group learning	Group Project	
CO 5	പ്രകൃതിസംരക്ഷണത്തിന് നിസ്വാർത്ഥമായ പ്രവർത്തനങ്ങൾ		Smart boards/ chalk and Talk	Assignment	
Offered by		Malayalam			
Course Content			Instructional Hours / Week : 4		
Unit	Description			Text Book	Chapters
I	പുതു കവിതകൾ 1. സ്മാരകം - വിരാൻകുട്ടി 2. ആശ്വാസം - കല്ല്യാണ നാരായണൻ 3. തോരാമഴ - റഫീക്ക് അഹമ്മദ് 4. ഇഷ്ടമുടിക്കായൽ - കുര്യൻ ശ്രീകുമാർ			1	4
Instructional Hours					12
Suggested Learning Methods : Auditory					02 Hrs
II	പുതു കവിതകൾ 1. മൃഗശിക്ഷകൻ - വിജയലക്ഷ്മി 2. ആനന്ദധാര - ബാലചന്ദ്രൻ ചുള്ളിക്കാട് 3. മനക്കോട്ട - എം.ആർ .രേണുകുമാർ 4. കളകൾ - പി മധു			1	3
Instructional Hours					12
Suggested Learning Methods : Auditory					02 Hrs
III	ആധുനിക കവിതകൾ 1. സൂര്യകാന്തി - ജി. ശങ്കരക്കുറുപ്പ് 2. ഗോപികാദണ്ഡകം - അയ്യപ്പപ്പണിക്കർ 3. വഴി വെട്ടുന്നവരോട് - എൻ എൻ കക്കാട്			1	3
Instructional Hours					12

Suggested Learning Methods : Auditory			02 Hrs										
IV	കണ്ടൽക്കാടുകൾക്കിടയിൽ എന്റെ ജീവിതം - കല്ലേൻ പൊക്കുടൻ		1	2									
Instructional Hours			12										
Suggested Learning Methods: Auditory, Visual			02 Hrs										
V	കണ്ടൽക്കാടുകൾക്കിടയിൽ എന്റെ ജീവിതം - കല്ലേൻ പൊക്കുടൻ		1	3									
Instructional Hours			12										
Suggested Learning Methods : Comprehensive writing			02 Hrs										
Total Hours			60 Hrs										
Text Books	1. നവീന കവിത (പുതു കവിതകൾ) - നെഹ്റു കോളെജ് മലയാള വിഭാഗം എഡിറ്റു ചെയ്ത 10 കവിതകൾ . 2. കണ്ടൽക്കാടുകൾക്കിടയിൽ എന്റെ ജീവിതം - കല്ലേൻ പൊക്കുടൻ - ഗ്രീൻ ബുക്സ്												
Reference Books	1. മലയാള കവിതാപഠനങ്ങൾ - സച്ചിദാനന്ദൻ ,മാതൃഭൂമി ബുക്സ്, കോഴിക്കോട് 2. കവിതാ സാഹിത്യ ചരിത്രം - ഡോ.എം.ലീലാവതി കേരള സാഹിത്യ അക്കാദമി, തൃശൂർ 3. ആധുനികത മലയാള കവിതയിൽ എൻ. അജയകുമാർ , പഠനസംഘം, ചങ്ങനാശ്ശേരി 4. സാഹിത്യം മലയാളത്തിൽ ആത്മകഥ - നടുവട്ടം ഗോപാലകൃഷ്ണൻ , ഭാഷാ ഇൻസ്റ്റിറ്റ്യൂട്ട് , തിരുവനന്തപുരം												
Web. URLs :	literature">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	L	H	M	H	H	-	-	-	-	-	-	-
CO2	M	H	H	L	H	M	-	-	-	-	-	-	-
CO3	H	M	H	M	M	H	-	-	-	-	-	-	-
CO4	H	M	L	M	L	H	-	-	-	-	-	-	-
CO5	N	H	L	H	H	M	-	-	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Ms. RAJANI N.							Dr. SMITHA C. R.						

Course Code	Title		
24U1FRN303	Part– I: Français général - III		
Semester : III	Credits : 3	CIA:20Marks	ESE :55 Marks
Common to all UG Programmes			
Course Objective	To understand speak, write and read simple, standard speech which is very slow and is carefully articulated and can recognize familiar words and very basic phrases		
Course Category	Skill Development		
Development Needs	Global		
Course Description	Improved accuracy & quality , improved communication		
Course Outcomes		Teaching Methods	Assesment Methods
CO1	Comprehend day to day conversations	Lecture	Assignment
CO2	Understand basic culture and literature of France	Word game /Lecture	Seminar
CO3	Converse slowly in known situations	Lecture/ Video Lessons	Quiz
CO4	Translate small paragraph of known texts	Role play/ Tutorial	Assignment
CO5	To develop the ability to understand and communicate	Role play/Lecture	Group project
Offeredby	Department of French		
Course Content		Instructional Hours /Week : 4	
Unit	Description	Text Book	Chapters
I	• Parlons de nos déplacements en ville • Suivons un itinéraire en ville • Organisons une sortie • Entraînement	1	1
Instructional Hours			12
Suggested Learning Methods : Worksheet			
II	• Parlons de nos habitudes alimentaires • Préparons un anniversaire • Interrogeons – nous sur notre alimentation • Entraînement	1	2
Instructional Hours			12
Suggested Learning Methods: Kahoot App			
III	• Parlons de l'amitié et de la personnalité • Parlons de nos relations et de nos émotions	1	3

Instructional Hours											12			
Suggested Learning Methods: Audio & Visual														
IV		• Parlons de l’entraide et de la sante • Entraînement • Parlons de la presse et des médias								1		4		
Instructional Hours											12			
Suggested Learning Methods: Comprehensive Writing														
V		• Racontons des faits divers • Faisons des recommandations • Entraînement								1		5		
Instructional Hours											12			
Suggested Learning Methods: Translating simple sentences														
Pages 63 to 114											Total Hours		60	
Text Books			Adomania 2 – Méthode de Français											
Reference Books			Latitudes 1											
Web. URLs			Lingua.com, Duolingo App, You Tube Videos											
Tools for Assessment (20Marks)														
CIAI		CIAII		CIAIII		Assignment		Spelling Test		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	M	H	H	-	-	-	-	-	-	-	
H-High; M-Medium; L-Low														
Course designed by							Verified by Chairman							
Mr. D. Balaji							Mr. D. Balaji							

Course Code		Title			
24U2ENG303		Part II Communicative English Practical – I			
Semester: III		Credits: 3	CIA: 30 Marks	ESE: 45 Marks	
(Common to all UG Programmes)					
Course Objective		To equip students with practical English language skills that enhance their ability to communicate effectively focusing on LSRW Skills			
Course Category		Skill Development			
Development Needs		Global			
Course Description		SD: Helps to develop LSRW skill			
Course Outcomes			Teaching Methods	Assessment Methods	
CO 1	Demonstrate improved listening skills, able to understand and analyze spoken English in various contexts		CALL	Reflective Journal	
CO 2	Exhibit effective spoken English skills, with clarity in pronunciation and fluency		CILL	Reflective Journal	
CO 3	Display reading comprehension skills by interpreting different types of English texts		CILL	Dialogue Creation	
CO 4	Develop structured, coherent written communication for personal and professional use		CALL	Dialogue Creation	
CO 5	Integrate all four language skills to communicate effectively in real-life scenarios		CALL	GD	
Offered by		Department of English			
Course Content			Instructional Hours / Week : 4		
Unit	Description			Text Book	Chapters
I	Listening Skills: Types of Listening: Active, critical, and empathetic listening, Listening for gist and specific information, Note-taking strategies Exercises: Audio Comprehension Exercises, Listening to Speeches, and Group Listening Activities			1	1-3
Instructional Hours					12
Suggested Learning Methods : Cooperative Learning					
II	Speaking Skills: Pronunciation, intonation, and stress patterns, Fluency-building technique s, engaging in conversations and small talk. Public speaking fundamenta ls : tone, clarity, and expression Exercises: Role-plays, Extemporaneous Speaking, and Short Speeches			1	4-6
Instructional Hours					12
Suggested Learning Methods : Inquiry Based Learning					

III	Reading Skills: Skimming and Scanning Techniques, Reading Comprehension Strategies for Technical and General Texts, Vocabulary Development through Context, Critical Reading, and Analysis Exercises: Reading Passages with Comprehension Questions, Vocabulary Exercises, and Summarization tasks					1	7-9
	Instructional Hours						12
	Suggested Learning Methods : Classroom Activity						
IV	Writing Skills: Structuring Paragraphs and Essays, Essentials of Formal and Informal writing, Writing effective E-mails, Reports, and Memos. Punctuation, grammar, and editing basics Exercises: Essay writing, drafting business emails, and peer feedback on written work					1	10-13
	Instructional Hours						12
	Suggested Learning Methods : Direct Method						
V	Integrated Language Skills: Practicing Workplace Scenarios: Group Discussions, Presentations, and Interviews, Idioms, Proverbs and Real Life Simulations Exercises: Case Studies, Simulations, Group Discussions, and Presentations					1	14-17
	Instructional Hours						12
	Suggested Learning Methods : Activity Based Learning						
Total Hours						60 Hrs	
Text Books		1. Richards, Jack. C with Jonathan Hull and Susan Proctor New Interchange: English for International Communication. 2. "English for the Real World" by Susan B. Anker 3. "Academic Encounters: Life in Society (Reading, Study Skills, and Writing)" by Jessica Williams 4. "English for Academic Purposes: A Comprehensive Overview of EAP and How it is Best Taught and Learnt" by R.R. Jordan 5. "Communication Skills in English" by Shalini Aggarwal					
Reference Books		1. M Ashraf Rizvi, "Effective Technical Communication", McGraw-Hill, 2 nd Edition, New Delhi, 2018 2. "Practical English Usage" by Michael Swan 3. "Oxford Guide to Effective Writing and Speaking" by John Seely 4. "New International Business English" by Leo Jones and Richard Alexander					
Web. URLs		https://learnenglish.britishcouncil.org https://www.usingenglish.com					
Tools for Assessment (30 Marks) Internal							
Cue Card	Reading Aloud	Pronunciation Drills	Reflective Journal	Dialogue Creation	Group Discussion	Total	
4	4	4	7	7	4	30	
Tools for Assessment (45 Marks) External							
Story Sequencing	Presentation		Record	Viva Voce		Total	
15	15		10	5		45	

Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	L	H	H	H	H	H	H	M	H	M
CO2	H	M	H	L	H	H	H	H	H	H	M	H	M
CO3	H	M	H	L	H	H	H	H	H	H	M	H	M
CO4	H	M	H	L	H	H	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					
Dr. Ritu Shepherd								Dr. R. Malathi					

Course Code		Title			
24U3BMC307		Core Paper – VII : Accounting for Business			
Semester : III		Credits : 3	CIA : 20 Marks	ESE : 55 Marks	
(Common to B. B. A. CA / IB / LOG / AV)					
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 : 4		
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					12
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					12
Suggested Learning Methods : Video lectures					
III	Final Accounts - Trading Account. Profit and Loss Account - Balance Sheet with simple- Adjustment.			1	5,6
Instructional Hours					12
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												12	
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												12	
Suggested Learning Methods : Video lectures													
Total Hours												60	
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.civilserviceindia.com/subject/Management/notes/financialaccounting.html 2. https://www.taxmann.com/blogpost/2000001622/accounting-principles-andconcepts.aspx												
Tools for Assessment (20 Marks)													
CIA I		CIA II		CIA III		Balance sheet Analysis			Seminar		Assignment		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	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					
Dr. V. Sudha								Dr. T. Sudha					

Course Code		Title		
24U3BMC308		Core Paper – VIII : Principles of Marketing		
Semester : III		Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to B. B. A. CA / IB / LOG / AV)				
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 : 3	
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				09
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				09
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				09
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												09	
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												09	
Suggested Learning Methods : Video lectures													
Total Hours												45	
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					
Dr. V. Sudha								Dr. T. Sudha					

Course Code		Title			
24U3BLC309		Core paper – IX : Introduction to Logistics Management			
Semester : III		Credits: 3	CIA : 20 Marks	ESE : 55 Marks	
(B. B. A. LOGISTICS)					
Course Objective		To provide the students an opportunity to learn the fundamentals of logistics and to relate the concepts to real life business.			
Course Category		Employability			
Development Needs		National			
Course Description		Understand the fundamentals and emerging concept of logistics in today’s business			
Course Outcomes			Teaching Methods	Assessment Methods	
CO1	Understand the fundamentals and emerging concept of logistic in today’s business environment.		Lecture/ Case Study	Assignment	
CO2	Evaluate and integrate the logistics management model and its process.		Lecture/ Role Play	Seminar	
CO3	To understand the outsourcing logistics methods used in current logistic field.		Lecture/ Peer Teaching	Seminar	
CO4	Analyse the Logistics Strategy for better designing and implementing.		Lecture/ Role Play	Assignment	
CO5	Evaluate the customer service and the distribution channel working effectively in diverse business environment.		Lecture/ Group Discussion	Quiz	
Offered by		Business Administration			
Course Content			Instructional Hours / Week : 4		
Unit	Description			Text Book	Chapters
I	Logistics: Definition-History and Evolution-Objectives–Elements-Activities Importance-The work of logistics Logistic - interface with marketing: Retails Logistics – Emerging concept in logistics.			1	1,2
Instructional Hours					12
Suggested Learning Methods : Video Lectures					
II	Logistics Management: Definition and Evolution -Achievement of competitive advantage through logistics Framework - Role of Logistics Management: Integrated Logistics Management-Model – Flow of process activities (in brief).			1	2,1
Instructional Hours					12
Suggested Learning Methods : Video Lectures					
III	Outsourcing Logistics: Reasons - Third party logistics provider-Fourth party Logistics providers - Stages-Role of logistics providers			1	2
Instructional Hours					12
Suggested Learning Methods : Video Lectures					

IV	Logistics Strategy: Strategic role of logistics–Definition – role of logistics managers in strategic decisions: Strategy options. Lean Strategy, Agile Strategies & Other strategies: Designing &Implementing logistical strategy.	1	4										
Instructional Hours			12										
Suggested Learning Methods : Video Lectures													
V	Quality customer service & integrated logistics: Customer service-importance elements- the order cycle system – distribution channels - Functions Performed – Types designing – Logistical packaging.	2	3,5										
Instructional Hours			12										
Suggested Learning Methods : Video Lectures													
Total Hours			60										
Text Books	1. David B. Grant, Chee Yew Wong, Sustainable Logistics and Supply Chain Management: Principles and Practices for Sustainable Operations and Management, 2016. 2. Vinod V. Sople (2009) Logistic Management (2nd Edn.) Pearson Limited.												
Reference Books	1. Donald J. Bowersox & David J. Closs: Logistical Management, Tata McGraw Hill Publishing Co. Ltd, New Delhi,2004 2. Donald Waters: Logistics Palgrave Macmillan, New York,2004.												
Web. URLs	1. https://onlinecourses.swayam2.ac.in/nou22_ce05/preview 2. https://onlinecourses.nptel.ac.in/noc20_mg17/preview												
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	PSO2	PSO3	PSO 4	PSO5
CO1	H	M	H	H	H	L	M	L	M	-	L	M	-
CO2	M	-	M	-	H	-	M	M	-	M	M	-	M
CO3	M	-	-	H	-	H	H	H	H	-	M	-	H
CO4	H	M	M	H	-	M	M	L	M	M	-	H	M
CO5	H	L	M	M	H	-	M	L	M	L	M	M	-
H-High; M-Medium; L-Low													
Course designed by								Verified by					
Dr. C. Hariharasudhan								Dr. T. Sudha					

Course Code		Title		
24U3BMA303		Allied Paper – III : Business Law		
Semester : III		Credits : 4	CIA : 25 Marks	ESE: 75 Marks
(Common to B. B. A. CA / IB / LOG / AV)				
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 : 4	
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

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												12	
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												12	
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												12	
Suggested Learning Methods : Group Discussion													
Total Hours												60	
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 (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	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						
Dr. S. Jesintha							Dr. T. Sudha						

Course Code		Title		
24U4BMZ301		Skill Enhancement Course II – Tally Practical		
Semester : III		Credits : 3	CIA : 30 Marks	ESE : 45 Marks
(Common to B. B. A. CA / IB / LOG / AV)				
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 : 3	
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	Rectification off error			
9	Show the cash, bank and other subsidiary books of the company			

10	Show the Day Book
11	Integrate stock and inventory details (stock groups/ categories/measurement units
12	Stock summary
13	Bank reconciliation statement
14	Integrate pay-roll system
Total Hours	
45	

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
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 Purchased for cash:- Refrigerators @ Rs 9500 from a stockist viz Kottayam Home Appliances and issued a cheque and carriages-Rs 750 for the above purchase. 10/1 /11Sales made on Credits:- QRS 5 Fridges @ Rs 11,500 S/ 1100 - 30 days Credits. at 2% discount, VAT 12.5%. Show Trial Balance, List of vouchers, P&L Account, Balance sheet with percentages and computation report	

Tools for Assessment (30 Marks)													
Program Development		Program Execution		Lab Participation		Test 1		Test II		Observation Note Maintenance		Total	
4		4		4		7		7		4		30	
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	-	-	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					
Dr. T. Sudha								Dr. T. Sudha					

Course Code		Title	
22U3NM3BT1		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.இரண்டுமொழி 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			

H-High; M-Medium; L-Low

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 அமுதென்று)
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 புலியூர்க்கேசிகன் உரை, சாரதா பதிப்பகம், சென்னை -040.		
Web. URLs	https://youtu.be/xnsvFOHxDeo , https://youtu.be/kQoIj-29Vlk .		
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 Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal f cases, Relief/Remedy available; Temporary Injunction, Offences and penalties.	2	1										
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 i. Telecommunication: TRAI ii. Food Products: FSSAI Insurance : IRDA and Insurance Ombudsman	2	4										
Instructional Hours			6										
Suggested Learning Methods : Role Play													
V	Contemporary Issues in Consumer Affairs 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.	2	6 & 7										
Instructional Hours			6										
Suggested Learning Methods : Group Discussion													
Total Hours			30										
Reference Books	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
CO 1	Learn gender roles, socialization, and stereotypes.		Assignment
CO 2	Recognize the gender discrimination causes, areas, and levels in institutions.		Seminar
CO 3	Identify the gender identity formation, types, families, and socialization in India.		Assignment
CO 4	Understand the gender concerns in access, enrollment, retention, participation, and achievement.		Assignment
CO 5	Apply the Laws Related to Women		Exhibition
Offered by		Department of Costume Design and Fashion	
Course Content		Instructional Hours / Week : 2	
Unit	Description		Text Book
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		Chapters
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		Chapters
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		Chapters
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		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 “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					

Course Code	Title	
24U4SEC302	Skill Enhancement Course IV: Employability Enhancement Training	
Semester: III	Credits: 1	CIA: 25 Marks
Course Objective	The aim of the course to train students on Employability skills. To enhance their confidence in English Communication for professional and business scenario To train them on advanced Quantitative aptitude. To train students on proper usage of English Language To develop awareness about professional career and develop a plan of action	
Course Category	Skill Development, Employability, Entrepreneurship	
Development Needs	Global	
Course Description	This course is a part of series of 3 courses aimed at enhancing the industry readiness of the students. This series aims at honing their multiple intelligence like Numerical, Linguistic, and Logical, spatial and interpersonal intelligence there by enhance their employability in the campus placements.	
Course Outcomes		
CO 1	Students shall make a clear self-analysis and prepare to begin planning their career and personal profiling towards achieving their academic and professional goals.	
CO 2	In their endeavour towards improving their English communication, they will try our demonstrating presentation skills and public speaking. Level II	
CO 3	Students will improve their grammar, reading comprehension, and verbal reasoning skills in English. They shall be prepared to crack any Verbal Aptitude rounds in the interview – Level I	
CO 4	Students will develop their ability to effectively listen, comprehend, and respond to spoken language through focused practice and assessments.	
CO 5	Students will strengthen their problem-solving abilities in Aptitude and logical reasoning topics and prepare themselves for clearing any aptitude round during the campus placements – Level II	
Offered by	NCPIR	
Course Content		
Unit	Description	
I	Introduction & Orientation Course introduction - Training expectations - Pre-assessment - APR201 (Quantitative Aptitude) -APR 202 (Verbal), Career Planning & Student Profiling	
Instructional Hours		03
II	Speaking Skills Speech Craft Activities – Presentation Skills -Public Speaking- Assessments-APO201, APO202	
Instructional Hours		15
III	Verbal Aptitude Sentence correction based on SV Agreement - Reading Comprehension- Listen and comprehend-Unit Assessment – AUA201, AUA202, AUA203, Post Assessment - APO204	
Instructional Hours		06
IV	Numerical Aptitude Time speed distance, Problems on Trains, Boats & Streams, Time & Work, Pipes & Cistern – Unit Assessment – AUA204, AUA205, AUA206, AUA207, AUA208, Post Assessment - APO205	
Instructional Hours		08

V	Logical & Non-Verbal Reasoning												
	Puzzles, Figure matrix, Figure Series, Mirror Image, Water Image – Unit Assessment AUA209-AUA210												
	Instructional Hours											04	
	Total Hours											36 Hrs	
Session	Topics											Unit	
1	Introduction & Orientation - APR201-APR202											1	
2	Career Planning & Personal Profiling											1	
3	Presentation Skills - Input											2	
4	Speaking Skills- Presentation Skills-APO201											2	
5	Speaking Skills- Presentation Skills -APO201											2	
6	Speaking Skills- Presentation Skills-APO201											2	
7	Speaking Skills- Presentation Skills-APO201											2	
8	Public Speaking Input											2	
9	Speaking Skills- Public Speaking-APO203											2	
10	Speaking Skills- Public Speaking-APO203											2	
11	Speaking Skills- Public Speaking-APO203											2	
12	Speaking Skills- Public Speaking-APO203											2	
13	Subject Verb Agreement											3	
14	Sentence Correction based on SV Agreement											3	
15	Reading Comprehension											3	
16	Listen and Respond											3	
17	Quantitative Aptitude - Time speed distance											4	
18	Quantitative Aptitude - Problems on Trains											4	
19	Quantitative Aptitude -Boats & Streams											4	
20	Quantitative Aptitude -Time & Work											4	
21	Quantitative Aptitude -Pipes & Cistern											5	
22	Nonverbal Reasoning – Puzzles, Figure Matrix											5	
23	Nonverbal Reasoning –Figure Series, Mirror Image, Water Image											5	
24	Post Evaluation Assessment APO 204, APO 205											3,4,5	
Tools for Assessment (25 Marks)													
Communication Assessment - Intermediate		Proctored Online Assessments in Quantitative & Verbal Aptitude – Level II							Attendance		Total		
10		10							5		25		
Mapping													
PO/PSO CO	PO1	PO2	PO 3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PS O3	PSO4	PSO 5
CO1	L	M	L	H	L	L	L	L	L	M	L	H	L
CO2	L	M	L	M	M	M	L	L	M	M	M	H	M
CO3	M	M	H	L	M	L	L	L	M	M	M	M	L
CO4	L	L	L	L	L	L	L	L	L	L	L	M	L
CO5	M	L	M	M	L	L	L	L	L	L	L	M	L
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						

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.பொருநர்-ஆற்றுப்படை 4.மதுரைக்காஞ்சி	2.1 கடையெழு வள்ளல்கள் சிறப்பு 2.2 அறத்தொடு நிற்பல் 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	PSO 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		
24U1HIN404	Part I -Prayogik Hindi(प्रायोगिक हिंदी)		
Semester: IV	Credits:3	CIA: 20Marks	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	National		
Course Description	Improves Creative Writing.		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	छात्र हिंदी भाषा से अच्छी तरह वाकिफ हो सकेंगे।	Role play	Assignment
CO 2	पाठ्यक्रम संवादी हिंदी में पारंगत होने में मदद करता है।	Group learning Acting	Seminar
CO 3	छात्र आधुनिक हिंदी साहित्य का ज्ञान प्राप्त कर सकेंगे।	Story Narration	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	पचपन खम्भे लाल दीवारें - उषा प्रियंवदा	1	4
Instructional Hours			12
Suggested Learning Methods: Visual Learning			02 Hrs
II	कथामाला :लौटना और लौटना - मृदुला गर्ग ममता - जयशंकर प्रसाद आदमी का बच्चा- यशपाल	1	3
Instructional Hours			12
Suggested Learning Methods : Auditory			02 Hrs
III	1.दिए गए अनुच्छेद पर समीक्षा लिखना 2.आधुनिक काल: प्रवृत्तियां और कवि	1	3
Instructional Hours			12
Suggested Learning Methods : Comprehensive Writing			02 Hrs
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										02 Hrs			
V		सिनेमा समीक्षा : तारे ज़मीन पर						1		4			
Instructional Hours										12			
Suggested Learning Methods : Comprehensive writing										02 Hrs			
Total Hours										60 Hrs			
Text Books		1. पचपन खम्भे लाल दीवारें - उषा प्रियंवदा 2. हर हाल बेगाने – मृदुला गर्ग , राजपाल एंड संस , दिल्ली 3. मेरा परिवार , लोक भारत प्रकाशन , इलाहाबाद											
Reference Books		1. संजय चौहान , समकालीन हिंदी साहित्य विचार और विवाद , आशा किताबें 2. श्रीराम देव, व्याकरण प्रदीप, लोक भारती प्रकाशन, अलाहाबाद 3. डॉ वासु देव नंदन प्रसाद, आधुनिक हिंदी व्याकरण और रचना, भारती भवन प्रकाशक 4. ओंकार नाथ वर्मा , सामान्य हिंदी , अरिहंत प्रकाशन भारत लिमिटेड											
Web. URLs		1. www.webdunia.com 2. www.hindikunj.com 3. hindi-natak-vikas.html 4. www.bhashaindia. 5. www.hindisamay.com 6. https://ebook.pustak.org/											
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	M	M	H	M	M	M	H	M	-	-	-	-	-
CO2	M	M	H	H	M	H	M	M	-	-	-	-	-
CO3	M	M	L	M	M	H	M	M	-	-	-	-	-
CO4	M	M	M	M	H	L	M	H	-	-	-	-	-
CO5	H	H	M	M	H	M	H	H	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by								Verified by					
Ms. Krishnenedu P.M								Ms. Heera P.K					

Course Code	Title		
24U1MAL404	Part 1 : Drisyakalaa Saahithyam (ദൃശ്യകലാ സാഹിത്യം)		
Semester: IV	Credits: 3	CIA: 20 Marks	ESE: 55 Marks
Course Objective	സിനിമ എന്ന മാധ്യമത്തിന്റെ വിവിധ തലങ്ങളെ ആഴത്തിൽ മനസ്സിലാക്കാൻ കഴിയുന്നു.ദൃശ്യവിഷ്ണുരണത്തെ 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	Smart boards/ chalk and Talk	Assignment
CO 2	വർത്തമാനകാലത്തെ മൂല്യചൂതിയെ കുറിച്ചുള്ള വിവരണം	Group learning	Seminar
CO 3	മനുഷ്യമനസ്സിലെ അനിവാര്യമായ നന്മ	Peer Teaching	Assignment
CO 4	നാടകം എന്ന ദൃശ്യകലയുടെ സവിശേഷതകൾ	Group learning	Group Project
CO 5	മനുഷ്യമനസ്സിന്റെ അന്തർസംഘർഷങ്ങൾ	Smart boards/ chalk and Talk	Assignment
Offered by	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			02 Hrs
II	തിരക്കഥ - ഞാൻ പ്രകാശൻ	1	5
Instructional Hours			12
Suggested Learning Methods : Auditory, Visual			02 Hrs
III	തിരക്കഥ - ഞാൻ പ്രകാശൻ	1	3
Instructional Hours			12
Suggested Learning Methods : Visual Learning			02 Hrs
IV	നാടകം - ലങ്കാലക്ഷ്മി	1	2
Instructional Hours			12
Suggested Learning Methods: Auditory, Visual			02 Hrs
V	നാടകം - ലങ്കാലക്ഷ്മി	1	3
Instructional Hours			12
Suggested Learning Methods : Visual Learning			02 Hrs
Total Hours			60 Hrs

Text Books	1. തിരക്കഥ - ഞാൻ പ്രകാശൻ - ശ്രീനിവാസൻ, ഡി.സി.ബുക്സ് 2. നാടകം - ലങ്കാലക്ഷ്മി - സി.എൻ.ശ്രീകണ്ഠൻ നായർ - ഡി.സി ബുക്സ്												
Reference Books	1. കഥയും തിരക്കഥയും ഡോ.ആർ.വി.എം.ദിവാകരൻ - എൻ. ബി. എസ് കോട്ടയം 2. മലയാള സിനിമയും സാഹിത്യവും - മധു ഇറവങ്കര - 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	literature">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	PSO 5
CO1	H	M	H	H	H	H	-	-	-	-	-	-	-
CO2	M	H	H	M	H	M	-	-	-	-	-	-	-
CO3	M	H	M	M	M	H	-	-	-	-	-	-	-
CO4	M	L	L	H	L	H	-	-	-	-	-	-	-
CO5	H	L	L	H	L	H	-	-	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Ms. RAJANI N.							Dr. SMITHA C. R.						

Course Code	Title		
24U1FRN404	Part– I: Français général - IV		
Semester: IV	Credits : 3	CIA:20Marks	ESE :55 Marks
Common to all UG Programmes			
Course Objective	To communicate during easy or habitual tasks and direct information exchange on familiar subjects to use simple words		
Course Category	Skill Development		
Development Needs	Global		
Course Description	Improved accuracy & quality, improved communication		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Comprehend day to day conversations	Lecture	Assignment
CO2	Understand the text styles and poetical elements	Word game /Lecture	Seminar
CO3	Converse slowly in known situations	Lecture/ Video Lessons	Quiz
CO4	Develop an interest in the appreciation of literature	Role play / Tutorial	Assignment
CO5	Discuss and respond to content of reading passage	Roleplay/Lecture	Groupproject
Offered by	Department of French		
Course Content		Instructional Hours/Week: 4	
Unit	Description	Text Book	Chapters
I	• Parlons des héros réels ou imaginaires • Racontons la vie de quelqu'un • Racontons des expériences passées • Entraînement	1	1
Instructional Hours			12
Suggested Learning Methods : Worksheet			
II	• Parlons des problèmes de la planète • Exprimons l'obligation et l'interdiction • Présentons des actions écologiques • Entraînement	1	2
Instructional Hours			12
Suggested Learning Methods: Kahoot App			
III	• Parlons d'argent de poche • Décrivons des objets	1	3
Instructional Hours			12
Suggested Learning Methods: Audio & Visual			
IV	• Comparons des attitudes • Entraînement	1	4

	Parlons de notre orientation		
Instructional Hours			12
Suggested Learning Methods : Comprehensive Writing			
V	- Parlons de nos passions et de nos qualités - Imaginons l'avenir - Entraînement	1	5
Instructional Hours			12
Suggested Learning Methods: Translating simple sentences			
Total Hours			60

Text Books			Adomania 2 – Méthode de Français										
Reference Books			Latitudes 1										
Web.URLs			Lingua.com, Duolingo App, You Tube Videos										
Tools for Assessment (20Marks)													
CIAI		CIAII		CIAIII		Assignment		Spelling Test		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	M	H	H	-	-	-	-	-	-	-
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						
Mr. D. Balaji							Mr. D. Balaji						

Course Code		Title			
24U2ENG404		Part II Communicative English Practical – II			
Semester: IV		Credits: 3	CIA: 30 Marks	ESE: 45 Marks	
(Common to all UG Programmes)					
Course Objective		To enhance students' proficiency in Advanced Communication Skills, focusing on effective Verbal and Non-Verbal communication, to meet the demands of a Global Workplace.			
Course Category		Skill Development			
Development Needs		Global			
Course Description		SD: Helps to develop LSRW skill			
Course Outcomes			Teaching Methods	Assessment Methods	
CO 1	Demonstrate improved listening skills, able to understand and analyze spoken English in various contexts		CALL	Video Diary	
CO 2	Exhibit effective spoken English skills, with clarity in pronunciation and fluency		CILL	Video Diary	
CO 3	Display reading comprehension skills by interpreting different types of English texts		CILL	Book Review	
CO 4	Develop structured, coherent written communication for personal and professional use		CALL	Vocabulary Journal	
CO 5	Integrate all four language skills to communicate effectively in real-life scenarios		CALL	Vocabulary Journal	
Offered by		Department of English			
Course Content			Instructional Hours / Week : 4		
Unit	Description			Text Book	Chapters
I	Fundamentals of Communication Understanding Communication: Process, types, and channels Barriers to Communication and how to overcome it. Verbal and Non-verbal Communication: Body language, gestures, and proxemics Listening Skills: Types, Importance, and Techniques for Active Listening Exercises: Group activities, Role Plays, Listening tests			1	1-3
Instructional Hours					12
Suggested Learning Methods : Cooperative Learning					
II	Presentation Skills: Planning and structuring a presentation, Effective use of visual aids Managing stage fright and engaging the audience, Developing persuasive and expository presentation styles Exercises: Individual and group presentations, Peer and instructor feedback			1	4-6
Instructional Hours					12
Suggested Learning Methods : Inquiry Based Learning					

III	Group Discussions Fundamentals of Group Discussions (GDs): Objectives and types Key skills for GDs: Initiation, idea generation, summarization, and time management, Handling disagreements and consensus-building Leadership in GDs: Roles and responsibilities Exercises: Mock GD sessions with constructive peer reviews					1	7-9
	Instructional Hours						12
	Suggested Learning Methods : Classroom Activity						
	IV	Interview Skills Types of interviews: HR, technical, stress, and behavioral interviews, Preparing resumes and cover letters Effective response techniques (STAR, PAR) Dressing, etiquette, and body language during interviews Exercises: Mock interviews with personalized feedback sessions					1
Instructional Hours						12	
Suggested Learning Methods : Direct Method							
V		Advanced Interpersonal Communication Interpersonal Communication: Essentials and impact Building trust and rapport, Conflict resolution and negotiation Communicating across cultures and understanding diversity Exercises: Case studies, Resume preparation, and feedback sessions					1
	Instructional Hours						12
	Suggested Learning Methods : Activity Based Learning						
	Total Hours						60 Hrs
Text Books		1. Richards, Jack. C with Jonathan Hull and Susan Proctor New Interchange: English for International Communication. 2. "English for the Real World" by Susan B. Anker 3. "Academic Encounters: Life in Society (Reading, Study Skills, and Writing)" by Jessica Williams 4. "English for Academic Purposes: A Comprehensive Overview of EAP and How it is Best Taught and Learnt" by R.R. Jordan 5. "Communication Skills in English" by Shalini Aggarwal					
Reference Books		1. M Ashraf Rizvi, “Effective Technical Communication”, McGraw-Hill, 2 nd Edition, New Delhi, 2018 2. "Practical English Usage" by Michael Swan 3. "Oxford Guide to Effective Writing and Speaking" by John Seely 4. "New International Business English" by Leo Jones and Richard Alexander					
Web. URLs		https://learnenglish.britishcouncil.org https://www.usingenglish.com					
Tools for Assessment (30 Marks) Internal							
Role Play	Report Writing	Think – Pair -Share	Video Diary	Book Review	Vocabulary Journal	Total	
4	4	4	7	7	4	30	
Presentation	Mock Interview		Record	Viva Voce		Total	
15	15		10	5		45	

Mapping

CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	H	M	H	L	H	H	H	H	H	H	M	H	M
CO2	H	M	H	L	H	H	H	H	H	H	M	H	M
CO3	H	M	H	L	H	H	H	H	H	H	M	H	M
CO4	H	M	H	L	H	H	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**Dr. Ritu Shepherd****Verified by****Dr. R. Malathi**

Course Code		Title			
24U3BMC410		Core Paper – X : Production and Inventory Management			
Semester : IV		Credits : 3	CIA : 20 Marks	ESE : 55 Marks	
(Common to B. B. A. CA / IB / LOG / AV)					
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 : 3		
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					09
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					09
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					09
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												09	
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												09	
Suggested Learning Methods : Video lectures													
Total Hours												45	
Text Books	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	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	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 (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	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					
Dr. T. Sudha								Dr. T. Sudha					

Course Code	Title		
24U3BMC411	Core Paper – XI : Business Research Methods		
Semester : IV	Credits : 4	CIA: 25 Marks	ESE: 75 Marks
(Common to B. B. A. CA / IB / LOG / AV)			
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		
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 Saravanel: 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 (25 Marks)													
CIA I		CIA II		CIA III		Seminar		Assignment		Mini Project		Total	
5		5		6		3		3		3		25	
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO 2	PSO3	PSO4	PSO 5
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					
Dr. T. Sudha								Dr. T. Sudha					

Course Code	Title		
24U3BLC412	Core Paper – XII : Air Cargo Logistics		
Semester : IV	Credits : 3	CIA : 20 Marks	ESE: 55 Marks
(B. B. A. LOGISTICS)			
Course Objective	Enable the Students to acquire knowledge in the Concepts and Practices of Air Cargo Logistics		
Course Category	Employability		
Development Needs	National		
Course Description	To understand about IATA, Regulatory Bodies, Airline Marketing , Airway Bill, basic and practical side of TACT and SLI.		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Understand the basic concepts of Aviation and Airline Terminologies	Lecture/ Role Play	Seminar
CO2	Acquire knowledge about Airlines Industry	Lecture/ Assignment	Group Discussion
CO3	Analyse Airline Marketing and Customer Services to manage International Logistics	Lecture/ Peer Teaching	Seminar
CO4	Identify the important terminologies of air freight forwarding for Import and Export	Lecture/Inquiry Based Learning	Case Study
CO5	Computation of Air Cargo Rates and Commercial & Ecological Implications	Lecture/ Group Discussion	Case Study
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	Introduction to Air Cargo: Aviation and Airline Terminology – IATA areas – Country – Currency – Airlines – Aircraft layout – Different types of Aircraft - Aircraft Manufacturers ULD – International Air routes – Airports – Codes – Consortium – hub & Spoke – Process flow.	1	1.2
Instructional Hours			12
Suggested Learning Methods : Seminar			
II	Introduction to Airline Industry: History – Regulatory Bodies – Navigation systems – Air Transport system – functions – customers – standardization Management – airside – terminal area – landside operations – civil aviation – safety and security– industry regulations – future of the industry	1	3
Instructional Hours			12
Suggested Learning Methods : Group Discussion			
III	Airline Marketing and Customer Service - Standardization in logistics – Airfreight Exports and Imports – Sales and Marketing Understanding Marketing, Environment, Marketing Research, strategies and Planning, Audits, Segmentation, SWOT, Marketing Management Control	2	1,2
Instructional Hours			12
Suggested Learning Methods : Seminar			

IV	Air Transportation – Characteristics – Types of Air transport - Air Freight Forwarding: Air freight Exports and Imports – Special Cargoes – Consolidation – Documentation - Air Way Bill (AWB) – communication – handling COD shipments – POD – conditions of contract – dangerous (DGR) or hazardous goods – Railway Transportation –Introduction – Functions – Types of Railway Transportation.										1	5	
Instructional Hours												12	
Suggested Learning Methods : Flipped Classroom													
V	Advices - Booking – SLI – Labelling – Volume/Weight ratio – shipment planning - TACT – Air cargo rates and charges – Cargo Operations – Customer Clearance – Water way Transport – Functions - Infrastructure – Vessel Types										2	3	
Instructional Hours												12	
Suggested Learning Methods : Case Study													
Total Hours												60	
Text Books	1. The Air Logistics Handbook Air Freight and the Global Supply Chain by Michael Sales, 1st Edition, 2013. 2. Air Cargo and Logistics: Classics and Contemporary Practice Paperback – Import, by Rico Merkert& Jackie Walters, Academic Press, 2019.												
Reference Books	1. Reaching for the sky by Oliver Press Ecommerce: An Indian perspective, 2nd Ed. PT Joseph, SJ Evaluation Pattern – R.13 & R.16. 2. Paul Jackson and William Brackenridge, Air cargo distributions: A management analysis of its economic and marketing benefits, Grower Press.												
Web. URLs	1. https://www.iata.org/en/training/courses/cargo-customer-service-virtual/tcgg54/en/ 2. https://www.iata.org/en/training/courses/cargo-airline-customer/tcgp70/en/												
Tools for Assessment (20 Marks)													
CIA I		CIA II		CIA III		Seminar		Group Discussion		Case Study		Total	
4		4		5		2		2		3		20	
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO2	PSO3	PSO4	PSO5
CO1	-	H	-	-	-	-	H	H	H	M	-	H	-
CO2	-	M	-	-	-	-	M	M	M	M	-	M	-
CO3	-	M	-	-	-	-	M	M	H	-	-	M	-
CO4	-	M	-	-	-	-	M	M	M	-	H	-	-
CO5	-	M	-	-	-	-	H	M	M	-	M	M	M
H-High; M-Medium; L-Low													
Course designed by								Verified by					
Dr. S. Najumudeen								Dr. T. Sudha					

Course Code	Title		
24U3BMA404	Allied Paper – IV : Advertising and Sales Promotion		
Semester : IV	Credits : 4	CIA : 25 Marks	ESE : 75 Marks
(Common to B. B. A. CA / IB / LOG / AV)			
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 : 4	
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			12
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			12
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			12
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							12						
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							12						
Suggested Learning Methods : Case Study													
Total Hours							60						
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 (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	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					
Dr. S. Jesintha								Dr. T. Sudha					

Course Code		Title		
24U4BMZ402		Skill Enhancement Course V – Data Analysis using SPSS Practical I		
Semester : IV		Credits: 3	CIA: 30 Marks	ESE: 45 Marks
(Common to B. B. A. CA / IB / LOG / AV)				
Course Objective		To understand the SPSS interface, its functionalities and to acquire skills in data entry, data management within SPSS.		
Course Category		Skill Development		
Development Needs		National		
Course Description		To understand the fundamentals of SPSS and basic data management techniques, data entry, and the use of SPSS for performing simple statistical analyses.		
Course Outcomes			Teaching Methods	Assessment Methods
CO1	Understand the basics of SPSS		Lecture/ Group Discussion	Assignment
CO2	Know about data handling and data cleaning		Lecture / Case Study	Seminar
CO3	Understand about data creation		Lecture / Case Study	Seminar
CO4	Know the basics of working with data		Lecture/ Group Discussion	Assignment
CO5	Know the diagrammatic representation of data		Lecture/ Group Discussion	Quiz
Offered by		Business Administration		
Course Content			Instructional Hours / Week : 3	
Unit	Description			Text Book Chapters
I	Introduction to SPSS - Functions, menus - open SPSS data file – save – import from other data source – data entry – labeling for dummy numbers.			2 1
Instructional Hours				09
Suggested Learning Methods : Video lectures about SPSS				
II	Data Handling - Split – select cases – compute total scores – table looks – Changing column – font style and sizes - Data Cleaning- Manual Input of Data.			2 2 & 3
Instructional Hours				09
Suggested Learning Methods : Case Study				
III	Data creation - Importing data – Variable types in SPSS and Defining variables – Creating a Codebook in SPSS.			2 4
Instructional Hours				09
Suggested Learning Methods : Case Study				

IV	Working with Data - Computing Variables - Recoding (Transforming) Variables: Recoding Categorical String Variables using Automatic Recode - Rank Cases - Sorting Data - Grouping or Splitting Data.										2	5	
Instructional Hours												09	
Suggested Learning Methods : Group Discussion													
V	Diagrammatic representation: Simple Bar diagram – Multiple bar diagram – Sub-divided Bar diagram - Percentage diagram - Pie Diagram – Frequency Table – Histogram – Scatter diagram – Box plot.										1	4	
Instructional Hours												09	
Suggested Learning Methods : Group Discussion													
Total Hours												45	
Text Books	1. Dr. Lalit Prasad and Dr. Priyanka Mishra, Data Analysis using SPSS: Text and Cases, For Researchers, Teachers and Students, Nirali Prakashan Publishers, 2022 2. Kiran Pandya, Smruti Bulsari and Sanjay Sinha, SPSS in Simple Steps, Dreamtech Press, 2011.												
Reference Books	1. Jeremy J. Foster (2001). Data analysis using SPSS for windows. New edition. Versions 8-10. Sage publications. London. 2. Michael S. Louis – Beck (1995). Data analysis an introduction, Series: quantitative applications in the social sciences. Sage. Publications. London.												
Web. URLs	1. https://www.spss-tutorials.com/basics/ 2. https://www.statisticshowto.com/probability-and-statistics/spss-tutorial-beginners/												
Tools for Assessment (30 Marks)													
Program Development		Program Execution		Lab Participation			Test 1		Test II		Observation Note Maintenance		Total
4		4		4			7		7		4		30
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					
Dr. T. Sudha								Dr. T. Sudha					

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	5.1தன்விவரம் 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-GJPfXTM .												
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 தொடர்பியலுக்கானகடிதம்,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. Satheesh Kumar		Dr. A. Sridevi	

Course Code	Title	
22U4NM4GEN	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

PO CO	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.		11
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.		13 & 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		32
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		26

	construction.		
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	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	1. Sim Van Der Ryn and S. Cowan. Ecological Design. Island Press, 1996. 2. Neeraja, N. Environment and Ecology: A Dymanic Approach, 3rd Edition. GKP Books Catalogue. 2018.		
Web. URLs	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:50Marks
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		11
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		15,1,3
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		15,6
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	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	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	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, Natural Disaster: Flood, Cyclone, Earthquakes, Landslides, epidemic or Pandemic etc. Man-made Disaster: Fire, Industrial Pollution, Nuclear Disaster, Biological Disasters, Accidents (Air, Sea, Rail & Road), Structural failures, War and terrorism. Case studies will be examined for each natural & Man-made disaster.		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
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	Emergency Response and 3Rs Emergency response, 3Rs (Rehabilitation, Reconstruction and Recovery), Government and NGO involvement, Public health management, and the 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. Aslam Moideen. C. A		Dr. Aslam Moideen. C. A	

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	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	1. Christopher Sheldon and Mark Yoxon, “Installing Environmental management Systems – a step by step guide” Earthscan Publications Ltd, London, 1999.		
Web. URLs	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	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	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.		11
Instructional Hours			6
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.		12 & 3
Instructional Hours			6
Suggested Learning Methods : Peer Learning			

III	Linguistics: Component of a Language-Role of Sanskrit in Natural Language Processing. Mathematics: Unique Aspects of Indian Mathematics-Great Mathematicians and their Contributions-Arithmetic Calculations.	1	5 & 8
Instructional Hours			6
			Suggested Learning Methods : Group Learning
IV	Astronomy: Unique aspects of Indian Astronomy-Historical Development of Astronomy in India-Elements of the Indian Calendar Town Planning Architecture: Indian Architecture- A Historical Perspective –Town Planning-Unitary Building –Temple Architecture	1	9 & 12
Instructional Hours			6
			Suggested Learning Methods : Mind Mapping
V	Health, Wellness and Psychology: Ayurveda -Definition of Health-Tridosas-Relationships to Health-Disease-Disease Management-Yoga way of Life-Indian Approach to Psychology. Governance and Public Administration: Arthashastra Governance and Administration.	1	13 & 14
Instructional Hours			6
			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. RAJARAJESWARI	

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
Instruction 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. PRATHAPCHANDRAN		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.		11
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.		21
Instructional Hours			6
Suggested Learning Methods : Video Tutorials			
III	National Integration– Communalism-Regionalism and Secularism – Problems relating to development and management of Social		21 & 2

	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, 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	1. Science, Culture and Society: Understanding Science in the 21 st 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	1. National integration and Secularism: Issues and Challenges, Regal Publications. 2. Ancient Culture of India: Issues and Concerns.		
Web. URLs	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,	1	3

	Utility of public resources. Social contribution of community networking, Various government schemes.		
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	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	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	1. https://unnatbharatabhiyan.gov.in › presentations 2. https://www.wellawareworld.org/		
Course designed by		Verified by Chairman	
Dr. P. NATHIYA		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	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	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. T. SUDHA		Dr. T. SUDHA	

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	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	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. TAMILSELVAN		R. PRAHADEESWARAN	

Course Code		Title	
22U4VBOE12		Value Based Open Elective : Health Education	
Semester: IV		Credits:2	ESE:50Marks
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
CO1	Recall the importance of health education		Interactive session
CO2	Enlist the right choice of foods and dietary pattern		Interactive session
CO3	Identify methods to manage mental health issues		Activity based teaching
CO4	Practice effective personal health habits		Interactive session
CO5	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	1. Anspaugh (2001), Teaching Today's Health, Library of Congress Cataloging, 6 th 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		
ReferenceBooks	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	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				6
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				6
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			6
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 Imobilization	2	4
Instructional Hours			6
Suggested Learning Methods : Case study based Learning			
Total Hours			30
Text Books	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	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	1. https://www.bing.com/videos/		
Course designed by		Verified by Chairman	
P. BAIJU PAUL		Dr. PAUL T BENZIKER	

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		31
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		23
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		13
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		32

	History of Happiness, Theories, Measures and Positive correlates of happiness, Traits associated with Happiness, Setting Goals for Life and Happiness		
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	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. Csikszentmihalyi, 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	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	
Dr. P. NATHIYA		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 thevarious 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		2	1 & 2

	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.		
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	1. Professional Ethics: R. Subramanian, Oxford University Press, 2015. 2. Ethics in Engineering Practice & Research, Caroline Whitbeck, 2e, Cambridge University Press, 2015		
Reference Books	1. Business Ethics concepts & Cases: Manuel G Velasquez, 6e, PHI, 2008		
Course designed by		Verified by Chairman	
Dr. T. SUDHA		Dr. T. SUDHA	

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		11
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		12
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 Boni well, 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. K. RAJARAJESWARI		Dr. K. RAJARAJESWARI	

Course Code		Title			
24U3BMC513		Core Paper – XIII : Financial Management			
Semester : V		Credits : 3	CIA : 20 Marks	ESE : 55 Marks	
(Common to B. B. A. CA / IB / LOG / AV)					
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
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
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

Course Code		Title		
24U3BMC514		Core Paper – XIV : Human Resource Management		
Semester : V		Credits : 3	CIA : 20 Marks	ESE : 55 Marks
(Common to B. B. A. CA / IB / LOG / AV)				
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	Analyze HRM 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
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
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
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	
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	
Suggested Learning Methods : Mini Case Analysis													
Total Hours												60	
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, 11thEdition, 2016.												
Web. URLs	1. https://onlinecourses.nptel.ac.in/noc20_mg15/preview 2. https://onlinecourses.nptel.ac.in/noc19_mg51/preview												
Tools for Assessment (20 Marks)													
CIA I		CIA II		CIA III		Group Discussion		Seminar		Case Study		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	-	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					
Dr. C. Hariharasudhan								Dr. T. Sudha					

Course Code	Title		
24U3BLC515	Core Paper – XV : Warehousing and Distribution Management		
Semester : V	Credits : 3	CIA : 20 Marks	ESE: 55 Marks
(B. B. A. LOGISTICS)			
Course Objective	To enable the student to understand the Need for Warehouse and functions of distribution		
Course Category	Employability		
Development Needs	National		
Course Description	An introduction to the understand the Warehousing & Distribution Management		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Develop the competencies and knowledge of Warehouse layout	Lecture/ Case Study	Assignment
CO2	Demonstrate the receiving and dispatch of goods in warehouse	Lecture/ Role Play	Seminar
CO3	Understand the warehousing activities and packaging.	Lecture/ Peer Teaching	Seminar
CO4	Analyse the distribution channel function and channel structure.	Lecture/ Role Play	Assignment
CO5	Understand Warehouse Safety Rules and Procedures	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	Introduction to Warehouse: (Storage and Packaging) Background – Need for Warehouse – Importance of warehouse, Types of Warehouses. Broad functions in a warehouse - warehouse layouts and layout related to functions - Warehouse Organization Structure - Benefits of Warehousing.	1	1
Instructional Hours			12
Suggested Learning Methods : Video lectures			
II	Receiving and Dispatch of Goods in warehouse: Various stages involved in receiving goods – Stages involved receipt of goods. Procedure for Arranging of goods on dock for counting and Visual inspection of goods unloaded - Formats for recording of goods unloaded from carrier- storage locations - storage location codes and its application-.	2	3&4
Instructional Hours			12
Suggested Learning Methods : Video lectures			
III	Warehouse Activities: Explain receiving – sorting – loading – unloading - Picking Packing and dispatch - activities and their importance in a warehouse - quality parameters - Quality check -need for quality check -importance of quality check Procedure to develop Packing list / Dispatch note - Cross docking method, Situations suited for application of cross docking Information required for coordinating cross docking, Importance of proper packing, packing materials, packing machines, Reading labels	1	7
Instructional Hours			12
Suggested Learning Methods : Case study			

IV	Warehouse Management: Warehouse Utilization Management, Study on emerging trends in warehousing sector, DG handling, use of Material Handling Equipment's in a warehouse, Inventory Management of a warehouse, Inbound & Outbound operations of a warehouse and handling of Inbound & Outbound operations - Distribution: Definition – Need for physical distribution – functions of distribution – marketing forces affecting distribution. The distribution concept – system perspective. Channels of distribution: role of marketing channels – channel functions – channel structure –designing distribution channel – choice of distribution channels	2	8										
Instructional Hours			12										
Suggested Learning Methods : Video lectures about Material Handling.													
V	Warehouse Safety Rules and Procedures: The safety rules and Procedures to be observed in a Warehouse - Hazardous cargo – Procedure for Identification of Hazardous Cargo - safety data sheet, Instructions to handle hazardous cargo: Familiarization with the industry. Health - Safety & Environment, safety Equipment's and their uses -5S Concept on shop floor -Personal protective Equipment's (PPE) and their uses	1	13										
Instructional Hours			12										
Suggested Learning Methods : Case Study													
Total Hours			60										
Text Books	1. J P Saxena, Warehouse Management and Inventory Control- Vikas Publication House Pvt Ltd, First Edition, 2010. 2. Kapoor Satish K., and KansalPurva, ‘Basics of Distribution Management: A Logistical Approach’, Prentice HALL of India, 2014.												
Refere nce Books	1. Warehouse Management: Automation and Organisation of Warehouse and Order Picking Systems, Michael Ten Hompel, Thorsten Schmidt, Springer-verlag, First Edition, 2006. 2. Chetan Bajaj Course Material Prepared by Logistics and Supply Chain management, 2012												
Web. URLs	1. https://www.coursera.org/lecture/supply-chain-principles/warehousing-operations-28i0g 2. https://www.youtube.com/watch?v=UuZXjJ79PVU												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Seminar	Group Discussion	Assignment	Total							
4	4	5	2	2	3	20							
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO2	PSO3	PSO4	PSO5
CO1	M	H	-	H	-	M	M	-	-	-	-	-	-
CO2	M	-	H	-	M	M	L	M	H	-	-	-	M
CO3	H	-	-	-	H	-	M	-	-	M	-	-	-
CO4	H	H	-	H	-	M	M	-	H	L	-	-	M
CO5	M	M	-	-	-	-	M	L	-	M	-	M	M
H-High; M-Medium; L-Low													
Course designed by								Verified by					
Dr. S. Jesintha								Dr. T. Sudha					

Course Code	Title		
24U3BLC516	Core Paper – XVI : Logistics and Supply Chain Management		
Semester : V	Credits : 3	CIA: 20 Marks	ESE: 55 Marks
(B. B. A. LOGISTICS)			
Course Objective	The subject imparts knowledge and understanding to students on Supply Chain Management and its relevance to understand today's business model.		
Course Category	Employability		
Development Needs	National		
Course Description	An introduction to the understand the principles of logistics and Supply Chain Management.		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Understand the principles of logistics management	Lecture/ Case Study	Assignment
CO2	To understand, appraise and integrate various supply chain management	Lecture/ Role Play	Seminar
CO3	Analyse the warehousing and warehousing strategies.	Lecture/ Peer Teaching	Seminar
CO4	Understand the Transportation and Containerization.	Lecture/ Role Play	Assignment
CO5	Understand various freight charges and intermediaries in logistics.	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	Introduction – Nature and scope – Evolution- Logistics and Mission.Importance of logistics-strategies of logistics planning - Components of logistics - Functions of logistics - Logistics in India	1	1
Instructional Hours			15
Suggested Learning Methods : Video lectures about Logistics			
II	Supply Chain Management – Introduction – Nature and concept - Value chain - Functions and contribution Framework for supply chain solutions – Customer service - Components - Strategic management.	1	4 & 6
Instructional Hours			15
Suggested Learning Methods : Video lectures about Supply chain Management			
III	Elements of logistics and supply chain management – Information - Logistics information flow. LIS – EDI in logistics –Inventory – Functions – Types – Element –	1	4,6,7

	Warehousing & Distribution center– Concepts - Types of warehousing – Functions – Warehousing Strategy and warehouse design.												
Instructional Hours			15										
Suggested Learning Methods : Case study													
IV	Transportation-Elements of transport cost – Modes – Containerization – Indian transport – packaging – importance - Order processing- Material Handling - Objectives of material handling - Inland Container Depot - IATA.	1	8,10										
Instructional Hours			15										
Suggested Learning Methods : Video lectures about Material Handling.													
V	Logistics Administration - Structure of shipment Industry Types of Ships - Freight structure and practice – Role of intermediaries in Logistics.	1	11,13										
Instructional Hours			15										
Suggested Learning Methods : Case Study													
Total Hours			75										
Text Books	1. Chetan Bajaj and Ranjith, Retail Management , Oxford University Press, 2010. 2. James R. Ogden, Denise T.Ogden, Integrated Retail Business Management , McGraw Hill Book Company, 3rd Edition, 2005.												
Reference Books	1. Wiley Pvt Ltd, 2005 Gibson G Vedamani, Retail Management, Functional Principles and Practice, Jaico Publishing House, 3rdEdition, 2010 2. Gibson G Vedamani, Retail Management - Functional Principles and Practice , Jaico Publishing House; 4th edition, 2003.												
Web. URLs	1. https://archive.nptel.ac.in/courses/110/106/110106045/ 2. https://onlinecourses.nptel.ac.in/noc21_mg79/preview												
Tools for Assessment (20 Marks)													
CIA I	CIA II	CIA III	Case Study	Field Visit	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	M	L	M	-	L	M	H	L	M	-
CO2	H	L	H	-	M	H	L	M	H	-	M	-	M
CO3	M	-	M	H	L	M	M	-	M	H	-	-	M
CO4	H	H	-	H	M	-	H	M	L	-	H	-	H
CO5	M	L	M	M	-	H	M	M	-	M	M	M	H
H-High; M-Medium; L-Low													
Course designed by								Verified by					
Dr. C. Hariharasudhan								Dr. T. Sudha					

Course Code		Title		
24U3BLC517		Core Paper – XVII : Documentations of Exports and Imports		
Semester : V		Credits: 3	CIA : 20 Marks	ESE : 55 Marks
(B. B. A. LOGISTICS)				
Course Objective		To provide the students an opportunity to learn the fundamentals of export and import, documentation framework and customs clearance		
Course Category		Employability		
Development Needs		National		
Course Description		Understand the fundamentals and emerging concept of exports and imports		
Course Outcomes			Teaching Methods	Assessment Methods
CO1	To familiarize the student with the basic concept of formalities for export trade, and the documentation process required for import and export.		Lecture/ Case Study	Assignment
CO2	To recognize the impact of information and communication technologies, especially of the internet in business operations		Lecture/ Role Play	Seminar
CO3	To recognize the fundamental principles of eBusiness and eCommerce		Lecture/ Peer Teaching	Seminar
CO4	To explore the security protocols and the issues in internet security		Lecture/ Role Play	Assignment
CO5	To understand major laws governing export contract		Lecture/ Group Discussion	Quiz
Offered by		Business Administration		
Course Content			Instructional Hours / Week : 4	
Unit	Description			Text Book Chapters
I	Introduction to Export and Import: Basics of Exports - Classification of goods - Preparation for Exports - Methods of Exporting - Export Marketing Organizations - Functions - Registration formalities IEC Number - Procedure of obtaining IEC Number - RCMC (Registration Cum Membership Certificate) –Export Credit Guarantee Council (ECGC) - Application for import and export of restricted items.			1 1,2
Instructional Hours				12
Suggested Learning Methods : Video Lectures				
II	Documentation Framework and Contracts: Aligned Documentation System: Commercial Documents - Auxiliary Commercial Documents - Regulatory Documents - Documents related to goods - Documents related to Shipment - Documents related to Payments - Documents related to Inspection - Documents related to Excisable Goods - Types of Contracts - Export Contracts.			1 2,1
Instructional Hours				12
Suggested Learning Methods : Video Lectures				
III	Payments and Finance Factors - Methods of receiving Payment - Instruments of Payments- Letter of Credit Pre-shipment Finance - Post-shipment Finance - Post-shipment Credit in Foreign Currency - Negotiation of documents with bank - CENVAT - Duty Draw back			1 2
Instructional Hours				12
Suggested Learning Methods : Video Lectures				

Dr. T. Sudha

Course Code	Title		
24U3BMT501	Internship		
Semester: V	Credits: 2	CIA: 50 Marks	
Course Objective	• Provide practical experience in a relevant field. • Develop professional skills, including teamwork, communication, and problem-solving. • Encourage handling the real-world applications related to their field of study.		
Course Category	Skill Development		
Development Needs	Local, Regional, National and Global		
Course Description	Provides focused practical exposure in specialized areas in management, enabling students to gain in-depth knowledge and hands-on experience tailored to their career interests.		
Course Outcomes			
CO 1	Demonstrate the ability to translate classroom learning into professional practice within the field of study.		
CO 2	Gain hands-on experience with tools, techniques, and processes commonly used in the specific domain of their internship.		
CO 3	Exhibit improved verbal and written communication skills through interactions with industry professionals, peers, and mentors.		
CO 4	Work effectively in teams, demonstrating cooperation, adaptability, and the ability to contribute meaningfully to group projects and goals.		
CO 5	Identify personal strengths, areas for improvement, and insights about career aspirations, culminating in a detailed internship report or presentation.		
The internship program will be conducted during the Summer Vacation after IV Semester			
Course Content		No of Days : 15 Working Days	
Week	Description		
I	Introduction to Workplace Task Familiarization Active Involvement in Projects/Tasks		
			No of hours
			30
II	Mid-Term Reflection Enhanced Project Involvement Preparation for Final Presentation/Report		
			No of hours
			30
Suggested Learning Methods: Learning by doing			
			Total hours
			60

Students will undergo detailed training, observation, and project participation in one of the chosen areas.

1. Business Management.
2. Marketing Management.
3. Human Resource Management.
4. Financial Management.
5. Entrepreneurship.
6. Information Technology for Business.
7. International Business.
8. Logistics and Supply Chain Management.
9. Aviation Management.
10. Sustainability and Corporate Social Responsibility.

Internship Guidelines

1. Selection of Internship Field:

- The internship should align with the student's area of study/ research.
- Pre-approved organizations or sectors should be listed as options to ensure relevance and quality of experience.

2. Learning Goals:

- Identify specific learning goals in the beginning, such as understanding workflow, technical skill-building, or industry standards.
- Goals should be measurable and achievable within the internship period.

3. Internship Supervisor:

- Each student should have an internal faculty mentor and an external supervisor from the Internship providing organization.
- Supervisors will guide tasks and monitor performance through weekly reports.

4. Activity Logbook/Maintenance of Internship Diary:

- Students must maintain a daily activity logbook or diary documenting activities, observations, challenges, and skills learned.
- The logbook should be submitted as part of the final evaluation with video of 2-5 minutes.

5. Weekly Report Submissions:

- Weekly progress reports should be submitted to the internal mentor, outlining achievements and reflections and Mentor should visit the Industry at least once.
- Feedback from both the internal mentor and external supervisor will be essential to help students meet their learning goals.

6. Performance Feedback by Mentor (External supervisor): Mentor should mention the acquisition of skill sets by the intern.

7. Presentation and Viva voce will be conducted with the Guide, Respective HoD and Another HoD.

Tools for Assessment (50 Marks)													
Activity Logbook		Performance Feedback by Mentor				Evaluation Report					Presentation & Viva Voce		
10		10				15					15		
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	M	M	H	H	M
CO2	M	L	H	L	H	M	H	M	H	H	M	M	M
CO3	M	L	H	L	H	H	H	H	L	L	M	L	L
CO4	M	L	H	L	H	L	H	H	M	M	H	M	H
CO5	H	M	H	L	H	H	H	H	H	M	M	M	M
H-High; M-Medium; L-Low													
Course designed by								Verified by Chairman					
Dr. C. Hariharasudhan								Dr. T. Sudha					

Course Code	Title		
23U3BME501	Discipline Specific Elective Paper: I (A) – Intellectual Property Rights		
Semester: V	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(Common to B. B. A. CA / IB / LOG / AV)			
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		Teaching Methods	Assessment Methods
CO1	Understand basic concepts and need of IPR	Lecture/ Case Study	Case Study
CO2	Learn the practical aspects of registration of patents	Lecture/ Role Play	Seminar
CO3	Understand the patent Act of India and International treaties	Lecture/ Peer Teaching	Seminar
CO4	Compare cyber law and IPR	Lecture/ Role Play	Assignment
CO5	Analyse the infringement of IPRs	Lecture/ Group Discussion	Assignment
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										
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.												
Web. URLs	1. https://ipindia.gov.in/ 2. https://www.startupindia.gov.in/content/sih/en/intellectual-property-rights.html 3. https://www.indiafilings.com/learn/intellectual-property-laws-in-india/												
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					
Dr. T. Sudha								Dr. T. Sudha					

Course Code	Title		
24U3BLE502	Discipline Specific Elective Paper: I (B) – Total Quality Management		
Semester: V	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(B. B. A. LOGISTICS)			
Course Objective	To introduce students to the various concepts of quality, quality management tools and quality measuring process.		
Course Category	Employability		
Development Needs	National		
Course Description	To understand the concept of quality measures and tools in an organisation		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Identify the total quality management concept and dimensions.	Lecture/ Role Play	Seminar
CO2	Analyse the Total quality management principles.	Lecture/ Assignment	Group Discussion
CO3	Understand the statistical process control.	Lecture/ Peer Teaching	Seminar
CO4	Identify the total quality management tools.	Lecture/Inquiry Based Learning	Case Study
CO5	Evaluate the quality system ISO 9000:2000 and ISO 1400.	Lecture/ Group Discussion	Case Study
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 4	
Unit	Description	Text Book	Chapters
I	Introduction: Definition of Quality, Dimensions of Quality, Quality Planning, Quality costs - Analysis Techniques for Quality Costs Basic concepts of Total Quality Management, Historical Review, Quality Council, Quality Statements, Deming Philosophy, Barriers to TQM Implementation	1	1
Instructional Hours			12
Suggested Learning Methods: Video Lecture			
II	TQM Principles: Customer satisfaction - Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention, Employee Involvement - Motivation, Empowerment, Teams - Recognition and Reward, Performance Appraisal, Benefits, Continuous Process Improvement –Juran Trilogy, PDCA Cycle, 5S, Kaizen	1	2
Instructional Hours			12
Suggested Learning Methods : Video Lecture			
III	Statistical Process Control (SPC): The seven tools of quality, Control Charts for variables and attributes, Process capability - Concept of six sigma, New seven Management tools	1,2	15,4
Instructional Hours			12
Suggested Learning Methods : Video Lecture			

H-High; M-Medium; L-Low

Course Code		Title											
23U3BDV503		Discipline Specific Elective Paper: I (C) – Mini Project											
Semester: V	Credits: 4	CIA: 40 Marks	ESE: 60 Marks										
(Common to B. B. A. LOG / AV)													
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 were 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><tr><td>First Review</td><td>10 Marks</td></tr><tr><td>Second Review</td><td>10 Marks</td></tr><tr><td>Third Review</td><td>10 Marks</td></tr><tr><td>Document, Preparation and Implementation</td><td>10 Marks</td></tr><tr><td>Total</td><td>40 Marks</td></tr></table>			First Review	10 Marks	Second Review	10 Marks	Third Review	10 Marks	Document, Preparation and Implementation	10 Marks	Total	40 Marks
First Review	10 Marks												
Second Review	10 Marks												
Third Review	10 Marks												
Document, Preparation and Implementation	10 Marks												
Total	40 Marks												
3.	End Semester Examination: The evaluation for the end semester examination should be as per the norms given below: <table><tr><td>Record Work and Presentation</td><td>40 Marks</td></tr><tr><td>Viva Voce</td><td>20 Marks</td></tr><tr><td>Total</td><td>60 Marks</td></tr></table>			Record Work and Presentation	40 Marks	Viva Voce	20 Marks	Total	60 Marks				
Record Work and Presentation	40 Marks												
Viva Voce	20 Marks												
Total	60 Marks												
Course designed by		Verified by											
Dr. T. Sudha		Dr. T. Sudha											

Course Code		Title		
24U4BMZ503		Skill Enhancement Course VII – Data Analysis using SPSS Practical II		
Semester : V		Credits: 3	CIA: 30 Marks	ESE: 45 Marks
(Common to B. B. A. CA / IB / LOG / AV)				
Course Objective		To enable the students to perform and interpret various forms of analysis and testing of hypothesis		
Course Category		Skill Development		
Development Needs		National		
Course Description		To perform the fundamentals of data visualisation and to enhance students skills in handling complex data sets and performing sophisticated analyses.		
Course Outcomes			Teaching Methods	Assessment Methods
CO1	Understand the data visualisation in SPSS		Lecture/ Group Discussion	Assignment
CO2	Know about correlation and regression analysis		Lecture / Case Study	Seminar
CO3	Understand about performing descriptive statistics		Lecture / Case Study	Seminar
CO4	Know the basics of analysis of variance		Lecture/ Group Discussion	Assignment
CO5	Know the methods in testing hypothesis		Lecture/ Group Discussion	Quiz
Offered by		Business Administration		
Course Content			Instructional Hours / Week : 4	
Unit	Description			Text Book Chapters
I	Visualisation in SPSS - Graphs and Charts.			14
Instructional Hours				12
Suggested Learning Methods : Video lectures about SPSS				
II	Correlation and Regression using SPSS- Karl Pearson’s and Spearman’s Rank Correlation, Regression analysis: Simple and Multiple Regression Analysis.			19
Instructional Hours				12
Suggested Learning Methods : Case Study				
III	Descriptive Statistics - Mean, Media, Mode, Range, Standard Deviation using SPSS.			27
Instructional Hours				12
Suggested Learning Methods : Case Study				
IV	Scatter Diagram, Chi- square test. Analysis of variance: One way and Two way ANOVA using SPSS.			17
Instructional Hours				12
Suggested Learning Methods : Group Discussion				

V	Testing of Hypothesis: Parametric – One sample – Two sample Independent t – test – Paired t – test. Non – parametric: One sample KS test - Mann-Whitney U test.										2	10, 11 & 12	
Instructional Hours												12	
Suggested Learning Methods : Group Discussion													
Total Hours												60	
Text Books		1. Dr. Lalit Prasad and Dr. Priyanka Mishra, Data Analysis using SPSS: Text and Cases, For Researchers, Teachers and Students, Nirali Prakashan Publishers, 2022 2. Kiran Pandya, Smruti Bulsari and Sanjay Sinha, SPSS in Simple Steps, Dreamtech Press, 2011.											
Reference Books		1. Jeremy J. Foster (2001). Data analysis using SPSS for windows. New edition. Versions 8-10. Sage publications. London. 2. Michael S. Louis – Beck (1995). Data analysis an introduction, Series: quantitative applications in the social sciences. Sage. Publications. London.											
Web. URLs		1. https://latrobe.libguides.com/ibmspss/descriptive 2. https://statistics.laerd.com/spss-tutorials/pearsons-product-moment-correlation-using-spss-statistics.php											
Tools for Assessment (30 Marks)													
Program Development		Program Execution		Lab Participation		Test 1		Test II		Observation Note Maintenance		Total	
4		4		4		7		7		4		30	
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO 6	PO7	PO8	PSO 1	PSO 2	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					
Dr. T. Sudha								Dr. T. Sudha					

Course Code	Title	
24U4SEC503	Skill Enhancement Course VIII: Campus to Corporate	
Semester: V	Credit: 1	CIA: 25 Marks
Course Objective	The aim of the course is to train students and prepare them for the transition from campus to corporate. To create an awareness about industry requirement and opportunities. To train them on logical and Non-verbal Aptitude. To hone their skills to perform well in group discussion, presentation and face to face interviews.	
Course Category	Skill Development, Employability, Entrepreneurship	
Development Needs	Global	
Course Description	This course is a part of series of 3 courses aimed at enhancing the industry readiness of the students. This series aims at honing their multiple intelligence like Numerical, Linguistic, and Logical, spatial and interpersonal intelligence there by enhance their employability in the campus placements.	
Course Outcomes		
CO 1	Students must be ready to prepare and present themselves for any campus placements. They must be confident enough to attend and crack any recruitment process. They must develop an effective business communication like drafting email and cover letters	
CO 2	Students must be capable of preparing a personal profile to present themselves for any interview. They must be able to customise and present the same according to the requirements sought by various organisation they apply for.	
CO 3	Students will strengthen their problem-solving abilities in Aptitude and logical reasoning topics and prepare themselves for clearing any aptitude round during the campus placements – Level III	
CO 4	They must be confident to participate and contribute effectively in any Group Discussion.	
CO 5	Expand their presentation skills, including personal Introduction, and Interview Etiquette, and present themselves confidently in front of any interview panel	
Offered by	NCPIR	
Course Content		
Unit	Description	
I	Introduction & Orientation Course introduction - Training expectations - Pre-assessment - APR301(Aptitude), Industry Awareness	
Instructional Hours		03
II	Interview Etiquette Resume Building- Cover Letter - Group Discussion Inputs -Mock GD- Personal Information Round – Mock Interview -Assessments- APO301, APO302,	
Instructional Hours		18
III	Numerical Aptitude Permutation & Combination, Probability, Arithmetic Reasoning, Placement Paper I & II, Unit Assessments-AUA301, AUA302, AUA303 – Post Assessment APO301	
Instructional Hours		08
IV	Logical & Non-Verbal Reasoning Blood Relations, - Direction Sense-Unit Assessment – AUA304	
Instructional Hours		04

V	Writing Skills												
	Email Etiquette – Passage Writing												
	Instructional Hours											03	
Total Hours											36 Hrs		
Session	Topics											Unit	
1	Introduction & Orientation - APR301											1	
2	Industry Awareness											1	
3	Interview Etiquette - Resume Building											2	
4	Interview Etiquette – Writing a Cover Letter											2	
5	Interview Etiquette - Resume Correction & Feedback											2	
6	Interview Etiquette - Group Discussion - Do & Don’ts											2	
7	Interview Etiquette - Mock GD											2	
8	Interview Etiquette - Mock GD											2	
9	Interview Etiquette - Mock GD											2	
10	Interview Etiquette - Personal Information Round (Inputs)											2	
11	Interview Etiquette -Mock PIR											3	
12	Interview Etiquette -Mock PIR											3	
13	Interview Etiquette -Mock PIR											3	
14	Quantitative Aptitude – Permutation & Combination											3	
15	Quantitative Aptitude – Probability											3	
16	Quantitative Aptitude – Arithmetic Reasoning											3	
17	Quantitative Aptitude – Arithmetic Reasoning											4	
18	Logical Reasoning – Blood Relations											4	
19	Logical Reasoning – Direction Sense											4	
20	Placement Paper I											4	
21	Placement Paper II											5	
22	Email Etiquette											5	
23	Passage Writing											5	
24	Post Assessment											6	
Tools for Assessment (25 Marks)													
Mock Interview Process		Proctored Online Assessments in Quantitative & Verbal Aptitude – Level III							Attendance			Total	
10		10							5			25	
Mapping													
PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO 2	PSO 3	PSO4	PSO5
CO1	L	M	L	H	L	L	L	L	L	M	L	H	L
CO2	L	M	L	M	M	M	L	L	M	M	M	H	M
CO3	M	M	H	L	M	L	L	L	M	M	M	M	L
CO4	L	L	L	L	L	L	L	L	L	L	L	M	L
CO5	M	L	M	M	L	L	L	L	L	L	L	M	L
H-High; M-Medium; L-Low													
Course designed by							Verified by Chairman						

Course Code	Title	
24U4SEC504	Skill Enhancement Course IX – Industrial Exploration	
Semester: V	Credit: 1	Total Marks: 25 Marks
Course Objective	To provide students with practical exposure to industrial practices, enhance their understanding of organizational workflows, and develop a real-world perspective in the field of management.	
Course Category	Skill Development	
Development Needs	Local, Regional, National, Global	
Course Description	This course includes visits to industries establishments in management domain. Students will observe and interact with professionals, gaining insights into managerial functions, business strategies, and market trends.	
Course Content		
Module	Description	
1	Pre-Visit Preparation (6 Hours) - Overview of the industry/corporate sectors related to management. - Introduction to industrial workflows, safety, etiquette or any other field of Practice. - Objectives and expectations of the visit.	
2	Industrial Visit (18 Hours) - Observation of organizational structures and operations. - Exposure to key processes in areas such as: - Understanding industry practices. - Exposure to various functional areas. - Learning about organisational structure and culture. - Understanding manufacturing and production. - Exploring emerging business trends. - Industry specific insights. Interaction with industry professionals and Q&A sessions	
3	Post-Visit Analysis and Reporting (6 Hours) - Discussion and reflection on the visit experience. - Preparation of an industrial visit report. - Presentation of observations and learning Outcomes.	
Total Hours		30

Students will undergo detailed Industries / Companies for Visit in one of the chosen areas.

1. Business Management.
2. Marketing Management.
3. Human Resource Management.
4. Financial Management.
5. Entrepreneurship.
6. Information Technology for Business.
7. International Business.
8. Logistics and Supply Chain Management.
9. Aviation Management.
10. Sustainability and Corporate Social Responsibility.

Tools for Assessment (25 Marks)

Involvement in Industrial Visit	Group Discussion	Quiz	Total
5	10	10	25

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	M	M	H	H	M
CO2	M	L	H	L	H	M	H	M	H	H	M	M	M
CO3	M	L	H	L	H	H	H	H	L	L	M	L	L
CO4	M	L	H	L	H	L	H	H	M	M	H	M	H
CO5	H	M	H	L	H	H	H	H	H	M	M	M	M

H-High; M-Medium; L-Low

Course designed by	Verified by Chairman
Dr. C. Hariharasudhan	Dr. T. Sudha

Course Code	Title		
24U3BMC618	Core Paper – XVIII : Strategic Management		
Semester : VI	Credits: 3	CIA: 20 Marks	ESE: 55 Marks
(Common to B. B. A. CA / IB / LOG / AV)			
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 : 5	
Unit	Description	Text Book	Chapters
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			15
Suggested Learning Methods: Role Play			
II	Strategic Formulation: Corporate Mission: Need –Formulation, Objectives: Classification- Guidelines, Goals: Features. External Environment: Porter's five force model to explore sustainable industry practices.	1	2
Instructional Hours			15
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			15
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												15	
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												15	
Suggested Learning Methods : Mini Case Analysis													
Total Hours												75	
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 (20 Marks)													
CIA I		CIA II		CIA III		Case Study		Field Visit		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	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					
Dr. T. Sudha								Dr. T. Sudha					

Course Code		Title			
24U3BMV619		Core Paper – XIX : Project and Viva Voce			
Semester: VI		Credits: 4		CIA: 40 Marks	ESE: 60 Marks
Course Objective		To equip students with problem-solving skills and practical knowledge by identifying, analyzing, and addressing challenges in management through hands-on training and research.			
Course Category		Employability, Entrepreneurship			
Development Needs		Regional, Local, National and Global			
Course Description		This course offers experiential learning through industry exposure, enabling students to investigate real-world problems, develop innovative solutions, and gain insights into various domains in the field of management.			
Course Outcomes					Assessment Methods
CO 1	Identify the problems in the field of management.				Presentation
CO 2	Formulate suitable measures for the problem.				Presentation
CO 3	Plan suitable methodology.				Presentation
CO 4	Propose suitable solution for problem identifying.				Presentation
CO 5	Apply a suitable solution to the problem identified.				Project
Offered by		Business Administration			
Course Content					
S. No.	Experiment				
	The students should undergo training at any one area listed and submit a Report				
1.	Business Management.				
2.	Marketing Management.				
3.	Human Resource Management.				
4.	Financial Management.				
5.	Entrepreneurship.				
6.	Information Technology for Business.				
7.	International Business.				
8.	Logistics and Supply Chain Management.				
9.	Aviation Management.				
10.	Sustainability and Corporate Social Responsibility.				
Total Hours :150					
Tools for Assessment (40 Marks)					
Review I (Last Week of December)	Review II (Last Week of January)	Review III (Last Week of February)	Documentation (First Week of March)	Total	
10	10	10	10	40	

Mapping

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M	L	H	L	M	M	H	M	M	M	H	H	M
CO2	M	L	H	L	H	M	H	M	H	H	M	M	M
CO3	M	L	H	L	H	H	H	H	L	L	M	L	L
CO4	M	L	H	L	H	L	H	H	M	M	H	M	H
CO5	H	M	H	L	H	H	H	H	H	M	M	M	M
H-High; M-Medium; L-Low													
Course designed by								Verified by					
Dr. C. Hariharasudhan								Dr. T. Sudha					

Review	Description
Review 1	Project Proposal and Initial Research • Project Proposal: Submit a detailed project proposal outlining objectives, expected outcomes, and timeline. • Initial Research: Conduct background research, reviewing literature, relevant case studies, or existing solutions. • Weekly Log Submission: Document research activities and begin compiling references.
	Project Planning and Framework Development • Define Scope and Methodology: Clarify the project's scope, and outline a methodology or framework. • Resource and Data Collection: Identify and collect resources, such as datasets, software, materials, and equipment. • First Interim Report: Submit a report covering the scope, methodology, and initial findings.
Review 2	Execution and Data Analysis • Project Execution: Implement the planned methodology or framework, conducting experiments, coding, or data analysis as needed. • Data Collection and Analysis: Collect and analyze data based on project requirements. • Mid-Term Review: Present findings, challenges, and progress to the advisor.
Review 3	Project Completion and Testing • Final Stages of Execution: Complete the project and conduct any necessary testing, validation, or quality checks. • Prepare Final Report and Presentation: Begin drafting the final report and prepare for the presentation. • Final Interim Submission: Submit a summary report of completed work and testing outcomes.
	Submission and Presentation • Final Report Submission: Submit the final project report, covering all stages, data, results, and conclusions. • Final Presentation: Present project findings, process, and outcomes to a panel of faculty members for evaluation.

Course Code	Title		
23U3BLE604	Discipline Specific Elective Paper: II (A) – Retail Logistics		
Semester: VI	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(B. B. A. LOGISTICS)			
Course Objective	To introduce students to the various logistics network operating in the global scenario		
Course Category	Employability		
Development Needs	National		
Course Description	To understand the concept of Retail Logistics		
Course Outcomes		Teaching Methods	Assessment Methods
CO 1	Understand the retail logistics framework.	Lecture/ Case Study	Assignment
CO 2	Analyse the role of information technology in logistics.	Lecture/ Role Play	Seminar
CO 3	Evaluate the global logistics network configuration	Lecture/ Peer Teaching	Seminar
CO 4	Develop the performance measurement and evaluation in global logistics.	Lecture/ Role Play	Assignment
CO 5	Analyse the organisational structure in global logistics.	Lecture/ Case Study	Case Study
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	Logistics Framework: Concept, Objective and Scope, Transportation, Warehousing Inventory Management: Packing and Unitization, Control and Communication	1	1
Instructional Hours			15
Suggested Learning Methods: Video Lecture			
II	Role of Information Technology in Logistics: Logistics Service Firms and Third-Party Logistics - Information Management for Global Logistics The Global LIS/LITS - Capabilities and Limitations, Characteristics of Logistics Information - Telecommunications Systems	1	2
Instructional Hours			15
Suggested Learning Methods : Video Lecture			
III	Retail Logistics Network Design for Global Operations: Global Logistics Network Configuration - Orienting International Facilities - Considerations and Framework - Trade-offs Associated with each Approach - Mapping the Different Approaches - Capacity Expansion Issues	1,2	15,4
Instructional Hours			15
Suggested Learning Methods : Video Lecture			

IV	Performance Measurement and Evaluation in Global Logistics: Operations and Logistics Control - Key Activities Performance Information - Measuring Performance in Functional Integration - Measuring Performance in Sectorial Integration										2,1	9,16	
Instructional Hours												15	
Suggested Learning Methods : Video Lecture													
V	Organizational Structure: Global Logistics excellence - The Organizational Implications of Sectorial. Logistics Co-Operation -The International Factor in Global Organizations										2	12	
Instructional Hours												15	
Suggested Learning Methods : Video Lecture													
Total Hours												75	
Text Books	1. Supply Chain management, Chopra &Meindl, Pearson Education Seventh edition, 2017. 2. Information Technology for Retailing, Khurana, McGraw Hill, 2011.												
Reference Books	1. Managing the Supply Chain: Concepts, Strategies and Case Studies. Irwin/McGraw Hill. 2. Retail Supply Chain Management: Quantitative Models and Empirical Studies, Narendra Agrawal, Springer publication, second edition, 2015.												
Web. URLs	1. https://www.techtarget.com/searcherp/definition/3PL-third-party-logistics 2. https://www.anylogistix.com/resources/blog/logistics-network-design-in-a-few-steps-with-example/ 3. https://theintactone.com/2019/02/09/scmib-u4-topic-4-performance-management-and-evaluation-in-global-logistics/												
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	-	H	-	M	M	-	M	-	-	M	-	M
CO2	M	-	M	-	M	M	-	-	M	M	M	M	-
CO3	H	M	H	-	H	L	-	-	M	M	M	H	M
CO4	-	-	M	M	M	-	-	-	M	L	H	M	-
CO5	M	-	H	-	M	-	-	M	L	-	M	M	M
H-High; M-Medium; L-Low													
Course designed by								Verified by					
Dr. R. Devika								Dr. T. Sudha					

Course Code	Title												
23U3BDT605	Discipline Specific Elective Paper: II (B) – Onsite learning in Air Cargo												
Semester: VI	Credits: 4	CIA: 40 Marks	ESE: 60 Marks										
(Common to B. B. A. LOG / AV)													
Course Objective	This course enables the students to acquire hands-on exposure on the concepts they are studying during their course of study.												
Course Category	Employability												
Development Needs	National												
Course Description	To understand the concept of Onsite learning in Air cargo												
Course Outcomes													
CO 1	Learn about aviation and airline industry												
CO 2	Understand Familiarize with business practices in aviation and air line industries												
CO 3	Understand the procedures of business practices.												
CO 4	Skill in data collection and report preparation.												
CO 5	Acquire practical experience on air cargo management.												
Offered by	Business Administration												
Course Content													
S.No	Description												
1.	The students will have to visit organizations in air cargo Industry to learn what is happening in the real world. This is meant for acquiring hands-on exposure on the concepts they are studying during their course of study. Each student is required to submit a report of the visit depicting the knowledge they acquired on the basis of which evaluation will be done.												
2.	CIA Marks Distribution: A minimum of two reviews have to be done, one at the time of finalizing the company and the second review at the time of commencement of report writing. They should be asked to present the work done in the two reviews. The guide will give the marks for CIA as per the norms stated below: <table><tr><td>First Review</td><td>10 Marks</td></tr><tr><td>Second Review</td><td>10 Marks</td></tr><tr><td>Third Review</td><td>10 Marks</td></tr><tr><td>Document, Preparation and Implementation</td><td>10 Marks</td></tr><tr><td>Total</td><td>40 Marks</td></tr></table>			First Review	10 Marks	Second Review	10 Marks	Third Review	10 Marks	Document, Preparation and Implementation	10 Marks	Total	40 Marks
First Review	10 Marks												
Second Review	10 Marks												
Third Review	10 Marks												
Document, Preparation and Implementation	10 Marks												
Total	40 Marks												

Course Code	Title		
23U3BME606	Discipline Specific Elective Paper: II (C) – Brand Management		
Semester: VI	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(Common to B. B. A. CA / IB / LOG / AV)			
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		Teaching Methods	Assessment Methods
CO 1	Identify Brand Management Process.	Lecture/ Case Study	Assignment
CO 2	Develop Brand Positioning Strategies.	Lecture/ Role Play	Seminar
CO 3	Construct the Brand Elements and Co-Branding.	Lecture/ Peer Teaching	Seminar
CO 4	Developing and Designing of Brand Strategy.	Lecture/ Role Play	Assignment
CO 5	Implementing Brand Strategies.	Lecture/ Group Discussion	Quiz
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										
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.												
Web. URLs	1. https://www.feedough.com/brand-management/ 2. https://blog.hubspot.com/marketing/what-are-brand-elements 3. https://blog.hubspot.com/blog/tabid/6307/bid/31739/7-components-that-comprise-a-comprehensive-brand-strategy.aspx												
Tools for Assessment (25 Marks)													
CIA I	CIA II	CIA III	Assignment	Seminar	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	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					
Dr. V. Sudha								Dr. T. Sudha					

Course Code	Title		
23U3BLE607	Discipline Specific Elective Paper: III (A) – Principles of Export Management		
Semester: VI	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(B. B. A. LOGISTICS)			
Course Objective	The objective of this course is to familiarize the students with the essentials of export management to equip them to be independent export entrepreneurs or employed in export houses of the country.		
Course Category	Employability		
Development Needs	National		
Course Description	To understand the concept of Export Management		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	Familiarise with the concept of foreign trade.	Lecture/ Role Play	Assignment
CO2	Understand the basic steps in starting an export business.	Lecture/ Assignment	Assignment
CO3	Asses and analyse export strategies and export marketing	Lecture/ Peer Teaching	Seminar
CO4	Develop the export finance.	Lecture/Inquiry Based Learning	Case Study
CO5	Knowledge on institutional agencies in India.	Lecture/ Group Discussion	Case Study
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	Introduction: Concept of foreign trade – Trade and development: Foreign trade as an engine of growth. Exporting: Meaning and importance – Growth of world trade. Trends in India's export trade since independence: Value Composition and direction of export trade - India's share in world trade - Export of services. Export promotion measures. Functions of an export manager	1	1,3
Instructional Hours			15
Suggested Learning Methods: Video Lecture			
II	Starting an Export Business Steps involved: Organizing, Naming the concern, Trade name and Logo – Forms of organisation – Categories of exporters –Getting permanent income tax number – Effective business correspondence – Export decisions: Identifying prospective foreign buyers -Channels of distribution – Negotiating with prospective buyers – Processing an export order – Entering into export contract – Export pricing and contract. Importer – Exporter Code Number (IEC number). Registration with Export Promotion Councils (EPCs) – Sales tax and central excise registration	2	3,8
Instructional Hours			15
Suggested Learning Methods : Video Lecture			

III	Export Strategy and Export Marketing - Marketing strategies: Issues involved – Steps in exporting – Export marketing plan: Need, steps involved: setting of marketing objectives, market segmentation, market research, product characteristics, export pricing, distribution channels, promotion and budget and time schedule - Analysing the company’s strengths and weaknesses	1,2	7,5										
Instructional Hours			15										
Suggested Learning Methods : Video Lecture													
IV	Export Finance: Export finance needs – Terms of payment: Payment by documentary credit, Advance payment, Cash against documents (CAD) - Documents on Acceptance (DA) Consignment bills – Packing credit/ pre-shipment credit and its formalities – Post-shipment finance: Short, medium and long term	2	9,2										
Instructional Hours			15										
Suggested Learning Methods : Video Lecture													
V	Institutional Agencies in India: EXIM policy of Government of India - Export–Import Bank of India (EXIM Bank), ECGC – FIEO – Export Promotion Councils and Boards - Directorate General of Commercial Intelligence and Statistics, Kolkata - RBI and export financing	1	11,12										
Instructional Hours			15										
Suggested Learning Methods : Video Lecture													
Total Hours			75										
Text Books	1. Su T. A. S. Balagopal: Export Management, Himalaya Publishing House, 2016. 2. Export Import Management, Justin Paul, Oxford Publisher, 2nd edition, 2013												
Reference Books	1. Export Import Procedures, C. Rama Gopal, New age international publishers, 2013 2. Export Management – Francis Cheruuilam, Himalaya Publishing House,2015.												
Web. URLs	1. https://commerce.gov.in/trade-statistics/ 2. https://commerce.gov.in/about-us/public-sector-undertakings/export-credit-guarantee-corporation-of-india-limited/												
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	H	-	-	M	-	M	M	M
CO2	M	-	-	-	M	-	-	M	-	-	M	M	-
CO3	-	H	M	-	H	M	-	H	-	M	M	H	M
CO4	H	M	H	-	M	-	-	M	M	M	H	M	-
CO5	-	M	M	-	M	-	-	-	M	H	M	-	M
H-High; M-Medium; L-Low													
Course designed by								Verified by					
Ms. R. Sheeladevi								Dr. T. Sudha					

Course Code		Title		
23U3BDT608		Discipline Specific Elective Paper: III (B) – Onsite Learning in Shipping Industry		
Semester: VI		Credits: 4	CIA: 40 Marks	ESE: 60 Marks
(Common to B. B. A. LOG / AV)				
Course Objective		This course enables the students to acquire hands-on exposure on the concepts they are studying during their course of study.		
Course Category		Employability		
Development Needs		National		
Course Description		To understand the concept of Onsite learning in Shipping Industries		
Course Outcomes				
CO 1		Learn about shipping and logistics industry.		
CO 2		Familiarize with business practices in logistics industries.		
CO 3		Understand the procedures of business practices.		
CO 4		Skill in data collection and report preparation.		
CO 5		Acquire practical experience on logistics management.		
Offered by		Business Administration		
Course Content				
S.No	Description			
1.	The students will have to visit organizations in Logistics and Shipping Industry to learn what is happening in the real world. This is meant for acquiring hands-on exposure on the concepts they are studying during their course of study. Each student is required to submit a report of the visit depicting the knowledge they acquired on the basis of which evaluation will be done.			
2.	CIA Marks Distribution:			
	A minimum of two reviews have to be done, one at the time of finalizing the company and the second review at the time of commencement of report writing. They should be asked to present the work done in the two reviews. The guide will give the marks for CIA as per the norms stated below:			
	First Review		10 Marks	
	Second Review		10 Marks	
	Third Review		10 Marks	
	Document, Preparation and Implementation		10 Marks	
Total		40 Marks		

3.	End Semester Examination: The evaluation for the end semester examination should be as per the norms given below:												
	Record Work and Presentation								40 Marks				
	Viva Voce								20 Marks				
	Total								60 Marks				

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

H-High; M-Medium; L-Low

Course designed by	Verified by
Dr. T. Sudha	Dr. T. Sudha

Course Code	Title		
23U3BME609	Discipline Specific Elective Paper: III (C) – Entrepreneurship and Small Business Management		
Semester: VI	Credits: 4	CIA: 25 Marks	ESE: 75 Marks
(Common to B. B. A. CA / IB / LOG / AV)			
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/ Assignment	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/ Inquiry 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	
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			Group Discussion		Seminar		Total
5		5		6		3			3		3		25
Mapping													
PO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	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						
Dr. V. Sudha							Dr. T. Sudha						

Course Code	Title		
24U4BMZ604	Skill Enhancement Course X – Soft Skills and Personality Development Practical		
Semester : VI	Credits : 3	CIA : 30 Marks	ESE : 45 Marks
(Common to B. B. A. CA / IB / LOG / AV)			
Course Objective	To equip students with essential interpersonal abilities and self- improvement strategies, fostering personal and professional growth in today's interconnected and dynamic world.		
Course Category	Skill Development		
Development Needs	National		
Course Description	To understand the basics and concept of Soft Skill and Personality Development		
Course Outcomes		Teaching Methods	Assessment Methods
CO1	To recognize and make use of soft skills in professional life.	Lecture/ Group Discussion	Assignment
CO2	Develop Effective Communication Skills.	Lecture / Case Study	Seminar
CO3	Understand the good Interpersonal Skills and Teamwork.	Lecture / Case Study	Seminar
CO4	Demonstrate the use of leadership qualities in their life	Lecture/ Group Discussion	Assignment
CO5	Develop proper attitude, Self Confidence and personality.	Lecture/ Group Discussion	Quiz
Offered by	Business Administration		
Course Content		Instructional Hours / Week : 5	
Unit	Description	Text Book	Chapters
I	Introduction to Soft Skills and Personal Development- Understanding Soft Skills and their importance in personal and professional life- Interpersonal Skills: Building rapport, empathy, conflict resolution, and networking. Personality Development - Definition of personality, External factors affecting personality, Internal factors affecting personality.	2	1
Instructional Hours			15
Suggested Learning Methods : Video lectures about SPSS			
II	Communication and Presentation Skills - Communication Skills: Verbal and non-verbal communication, active listening, and effective speaking - Effective Written Communication: Email etiquette, writing clear and concise messages - Non-verbal Communication: Body language, facial expressions, and gestures- Presentation Skills: Designing visually appealing slides, delivering impactful presentations.	2	2 & 3
Instructional Hours			15
Suggested Learning Methods : Case Study			
III	Interpersonal Skills and Professional Etiquette - Teamwork and Collaboration: Effective participation in teams, conflict resolution, and cooperation - Business Etiquette: Proper behavior in a professional setting, dressing appropriately.	2	4
Instructional Hours			15
Suggested Learning Methods : Case Study			

IV	Leadership and Team Management - Definition of leader , Qualities of leader , Duties of leader - Definition of team , Importance of team , Formation of team , Management of team.										2	5	
Instructional Hours												15	
Suggested Learning Methods : Group Discussion													
V	Emotional Intelligence and Self-Confidence - Understanding Emotional Intelligence: Managing emotions, empathy, and self-regulation - Developing Self-Confidence: Overcoming self-doubt, positive self-talk, and body language - Stress Management: Techniques to handle stress and maintain emotional well-being.										1	4	
Instructional Hours												15	
Suggested Learning Methods : Group Discussion													
Total Hours												75	
Text Books	1. A Book on Development of Soft Skills, Meena K and V. Ayothi (2013) 2. Soft Skills - Know Yourself & Know the World, Alex K. (2012)												
Reference Books	1. Soft Skills by AjayR. Tengse, OrientBlack Swan Pvt.Ltd Hyderabad, India.2015. 2. Effective Communication Skills by Dr. Kul Bhushan Kumar andR.S. Salaria, Khanna Book Publishing co.(p)LTD, New Delhi,2018.												
Web. URLs	1. https://onlinecourses.swayam2.ac.in/nou21_lb11/preview 2. https://nptel.ac.in/courses/109104031												
Tools for Assessment (30 Marks)													
Program Development		Program Execution		Lab Participation			Test 1		Test II		Observation Note Maintenance		Total
4		4		4			7		7		4		30
Mapping													
CO \ PO	PO1	PO2	PO3	PO4	PO5	PO 6	PO7	PO8	PSO1	PSO 2	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					
Dr. S. Jesintha								Dr. T. Sudha					

**EXTRA
DEPARTMENTAL
COURSES**

Course Code		Title	
24U4BM3ED1		Extra Departmental Course: Data Analysis using Excel Practical	
Semester : III		Credits: 2	ESE : 50 Marks
Course Objective		The course covers fundamental data analysis concepts, techniques for data cleaning and manipulation, basic statistical analysis, and visualization using Excel's built-in features.	
Course Category		Skill Development	
Development Needs		National	
Course Description		Excel Data Analysis can help with exploring data using descriptive statistics and data visualization techniques.	
Course Outcomes		Teaching Methods	Assessment Methods
CO1	To use different functions of MS Excel with regard to data analysis.	Lecture	Assignment
CO2	To understand the ways of cleaning and preparing data for analysis using Excel's built-in tools and functions.	Lecture / Case Study	Seminar
CO3	To explore various types of graphs and chart styles.	Lecture / Case Study	Seminar
CO4	To understand the principles behind budget preparation, importing and organizing data.	Lecture/ Group Discussion	Assignment
CO5	To apply statistical analysis and technologies on data to find trends and solve problems.	Lecture/ Group Discussion	Seminar
Offered by		Business Administration	
Course Content		Instructional Hours / Week : 2	
Unit	Description	Text Book	Chapters
I	Introduction to Microsoft Excel: Understanding the Excel – ribbon - Ribbon components - Understanding worksheet & workbook - Customization - Important Excel shortcuts. Arithmetic Operations in Excel: Creating Excel sheet & entering data - Format Data (column name bold, align data, enclose data in boxes, and set the print area, print preview & page layout).	1	1,2
Instructional Hours			06
Suggested Learning Methods : Video Lectures			
II	Data validation in Excel: Filtering, Grouping and Sorting. Basic Formulas & Functions: Formulas - Numeric functions - string functions - date time functions - VLOOKUP functions	1	3
Instructional Hours			06
Suggested Learning Methods : Video Lectures			

III	Logical Functions: IF, AND, OR Nested IF & NOT. Charts: Pie, bar, column, Line, Combo charts (plotting charts).	1	4, 5										
Instructional Hours			06										
Suggested Learning Methods : Video Lectures													
IV	Budget Preparation: Income sheet preparation, Expenditure sheet, Actual Annual saving & expected actual savings. Importing & Entering Data: Importing xml & csv files, Entering and arranging data.	2	2										
Instructional Hours			06										
Suggested Learning Methods : Video Lectures													
V	Creating Pivot Tables: Creating one dimensional pivot table with column names and 2-dimensional pivot tables. Basic data analysis: Descriptive statistics, Correlation, Regression & its interpretation.	2	4, 10										
Instructional Hours			06										
Suggested Learning Methods : Video Lectures													
Total Hours			30										
Text Books	1. Manisha Nigam, Data Analysis using Excel, BPB Publications, New Delhi, 2009. 2. Nelson, S. L., & Nelson, E. C., Excel data analysis for dummies, John Wiley & Sons, 2014.												
Reference Books	1. Berk, K. N., & Carey, P., Data Analysis with Microsoft Excel, Pacific Grove, CA: Duxbury Press, 2010. 2. Winston. W, Microsoft Excel data analysis and business modelling, Microsoft press, 2016.												
Web. URLs	1. https://www.edureka.co/blog/excel-tutorial/#formulas 2. https://office-watch.com/2017/make-first-two-dimensional-pivortable-excel/												
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					
Dr. T. Sudha								Dr. T. Sudha					

Course Code		Title	
24U4BM3ED2		Extra Departmental Course - Soft Skill Development Practical	
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		Skill Development	
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 – Presentation Skills: Designing visually appealing slides, delivering impactful presentations. Negotiation Skills – Dealing and preparing for negotiation – Clinching and compromising – Observe and record – Practical role plays	1	5,12
Instructional Hours			06
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			06
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			06
Suggested Learning Methods: Video Lectures			

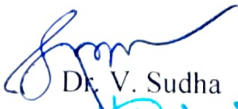
H-High; M-Medium; L-Low

SELF STUDY PAPERS

Course Code		Title	
22UBMSS01		Self Study Paper – I : Customer Relationship Management	
Semester: II - V		Credits: 2	ESE: 50 Marks
(Common to B. B. A. CA / IB / LOG / AV)			
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
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
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
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
Suggested Learning Methods : Video Lectures			

V	Analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario										3	6	
Instructional Hours												09	
Suggested Learning Methods : Video Lectures													
Total Hours												45	
Text Books	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	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	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					
Dr. V. Sudha								Dr. T. Sudha					

Course Code		Title	
22UBMSS02		Self Study Paper – II : Disaster Management	
Semester: II - V		Credits: 2	ESE: 50 Marks
(Common to B. B. A. CA / IB / LOG / AV)			
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
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
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
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										
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										
Suggested Learning Methods : Video Lectures													
		Total Hours	45										
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					
 Dr. V. Sudha								 Dr. T. Sudha					